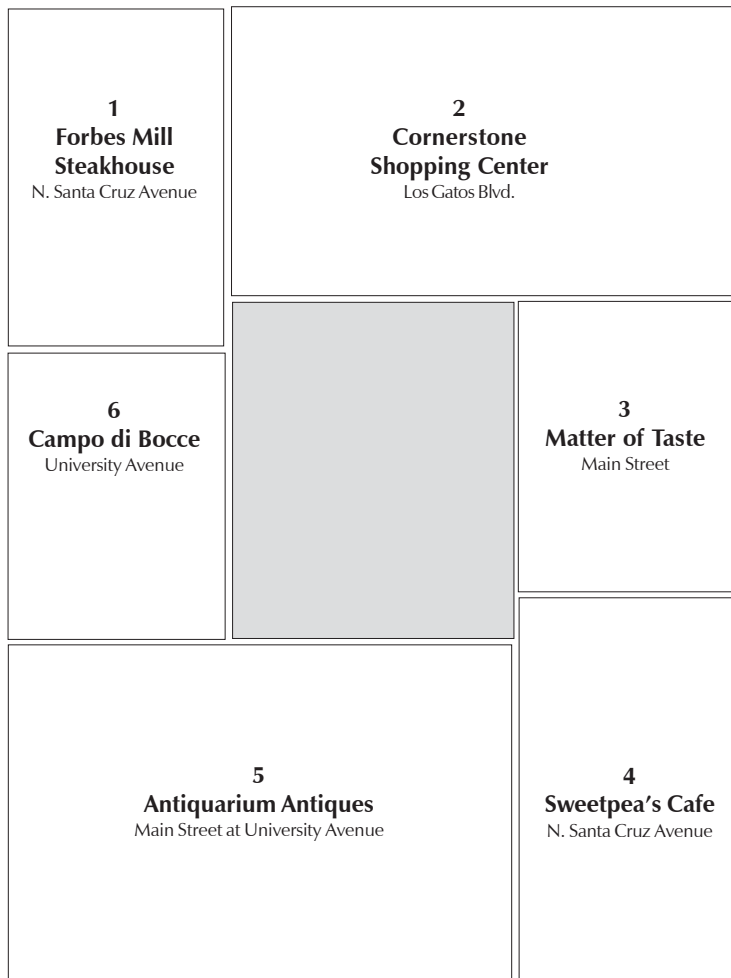




Commercial Design Guidelines

Town of Los Gatos





Cover Photos

Adopted by the
Los Gatos Town Council
June 20, 2005

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CONTENTS

| | | |
|------------------------------|---|----|
| 1 INTRODUCTION | Applicability | 6 |
| | Relationship to other plans | 6 |
| | Purpose | 7 |
| | Community Expectations | 7 |
| | Common Design Guidelines | 9 |
| 2 C-1 DISTRICT | Basic Design Principles | 15 |
| | Site Development | 16 |
| | Building Design | 18 |
| 3 C-2 DISTRICT | C-2 District | 21 |
| | C-2 District Subareas | 22 |
| | Basic Design Principles | 22 |
| | District C-2A | 23 |
| | Historic Preservation Districts | 29 |
| | Los Gatos Historic Commercial District | 29 |
| | University/Edelen Historic District | 32 |
| | District C-2B | 33 |
| | District C-2C | 36 |
| 4 LM DISTRICT | Basic Design Principles | 37 |
| | Site Development | 38 |
| | Building Design | 40 |
| 5 LOS GATOS BOULEVARD | Los Gatos Boulevard | 41 |
| | Commercial Guidelines | 41 |
| | Basic Design Principles | 42 |
| | Site Development | 43 |
| | Building Design | 45 |
| | Auto Dealership Guidelines | 48 |
| | Basic Design Principles | 49 |
| | Site Development | 49 |
| | Building Design | 51 |
| 6 SIGNAGE GUIDELINES | General Guidelines | 53 |
| | Wall Signs | 57 |
| | Awning Signs | 60 |
| | Window Signs | 60 |
| | Projecting Signs | 61 |
| | Hanging Signs | 63 |
| | Plaque Signs | 64 |
| | Ground Signs | 64 |
| | Freestanding Signs | 67 |
| APPENDICES | Appendix A | |
| | Ordinance 1843 Los Gatos Historic Commercial District | |
| | Appendix B | |
| | Ordinance 1820 University/Edelen Historic District | |
| | Appendix C | |
| | Designated Landmarks | |

ACKNOWLEDGMENTS

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INTRODUCTION

The Town of Los Gatos has developed a unique character and ambience over more than a century as the community's residential and commercial structures combined with the natural setting of topography and landscape have defined an overall character and environment which is cherished by its residents and instantly recognized by visitors. The community's built environment is characterized by relatively small scale buildings, a quiet architectural demeanor, respect for neighboring properties, and the attention to architectural detail and landscaping.

These guidelines contain a clear statement of community expectations to assist property and business owners in understanding the Town and commercial development features that assist in defining the overall ambience and sense of place that contribute so strongly to the liveability and economic vitality of Los Gatos.

The guidelines are intended to establish a balance that preserves and enhances the Town's livability while supporting the economic vitality that provides the resources for community services and the uses that make Los Gatos a complete community.

These design guidelines will be used by the Town staff, Planning Commission, and Town Council in evaluating changes to existing properties and new construction. While the guidelines are organized around specific physical districts within the community, other commercial properties located outside the specific district boundaries should conform to the Common Design Guidelines (see pages 9-14) and the spirit of this document.



Main Street Shops

HOW TO USE THIS DOCUMENT

- Review the Community Expectations in the Introduction to obtain an overview of the characteristics and features valued by the Town.
- Take a drive and walk around the Town's commercial and residential areas to observe both existing development as well as elements that contribute to the community's overall ambience.
- Review the Common Design Guidelines in the Introduction. Of special importance are the guidelines which stress design that maintains and reinforces the unique scale and character of Los Gatos.
- Review the Guidelines chapter applicable to the location of your project.
- Review the Signage Guidelines in Chapter 6.
- An early, informal meeting with the Town's planning staff to review your preliminary development plans and designs is generally a good idea to identify any special problems and concerns before you have committed large amounts of time and money for the preparation of application drawings and materials.
- For projects that are located adjacent to or near residential neighborhoods, applicant meetings with affected residents are strongly encouraged.

Addresses noted in this document as good examples are as of the creation of the document. Please inquire at the Community Development Department for an updated list.

Should you have any questions about these guidelines, please contact the Community Development Department at (408) 354-6872.

INTRODUCTION

1

HISTORIC PRESERVATION

The unique character of Los Gatos is in part a result of the older structures in the community. The Downtown Area, which is listed on the National Register of Historic Places, is especially important in this regard.

There are separate Town ordinances and guidelines for special districts and sites which address the treatment of these older structures and the nature of development in their vicinity. In addition, the Town considers all buildings constructed prior to 1941 to be historic.

The intent of the historic ordinances and these commercial design guidelines is to preserve those community assets and to accommodate changes and new development in a manner that is sympathetic to the structures' historic qualities. Historic preservation regulations applicable to the Town's commercial properties are:

Los Gatos Historic Commercial District

Downtown Los Gatos is listed on the National Register of Historic Places. Ordinance 1843 covers an area located along North Santa Cruz Avenue and West Main Street. See Section 3.4 of these guidelines and Appendix A.

University/Edelen Historic District

Ordinance 1920 includes properties on either side of University Avenue between West Main Street and Los Gatos/Saratoga Road. See Section 3.5 of these guidelines and Appendix B.

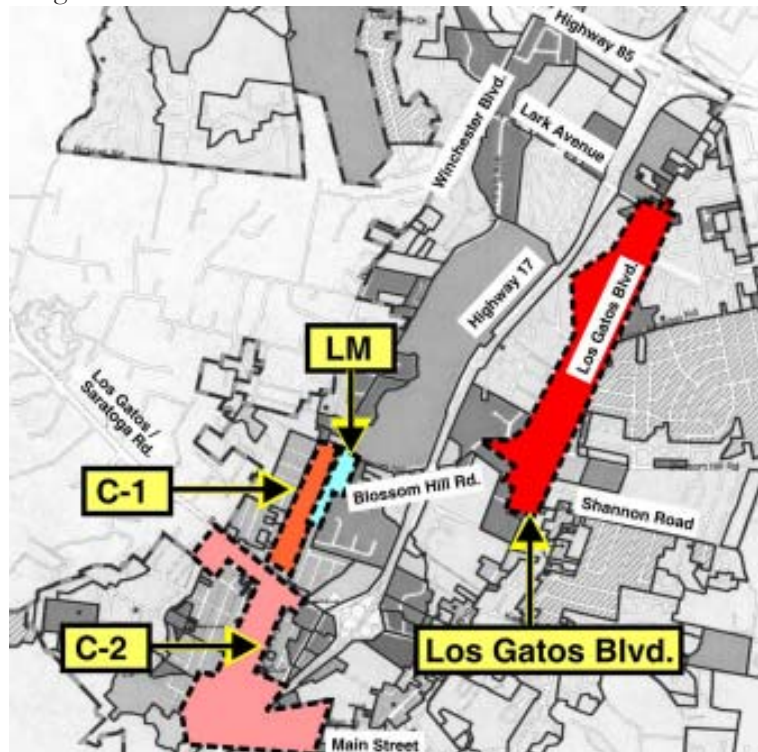
Designated Landmarks

Some properties have individual designations as Historic Landmarks in recognition of their historic, architectural, or aesthetic significance to the community. They may consist of buildings or features such as walls or fences. Information on Individual Historic Landmarks within the commercial areas subject to these design guidelines is included in Appendix C.

1.1 APPLICABILITY

These guidelines are applicable to all types of permits including sign permits, building permits, and architecture and site approvals.

The Common Design Guidelines (see pages 9-14) and the Signage Guidelines (see pages 53-67) apply to all commercial properties in Los Gatos. The design guidelines contained in Chapters 2 through 5 are area specific, and apply to the C-1, C-2, LM and Los Gatos Boulevard areas shown on the map below and more detailed diagrams contained within each individual guidelines chapter. They do not apply to other areas outside of these specific zones even though those areas may contain similar or the same zoning designations.



1.2 RELATIONSHIP TO OTHER PLANS

The design guidelines in this document incorporate and replace the following:

- Development Standards for the C-2 Zone
- Commercial Design Guidelines for the Central Business District
- Design Standards for the Rear of the Commercial Buildings Located Adjacent To Town Parking Lot #4 Elm Street To Grays Lane
- Los Gatos Boulevard Design Standards

The design guidelines in this document meet the Los Gatos Boulevard Plan which remains in effect.

INTRODUCTION

1

1.3 PURPOSE

The guidelines contained in this document are intended to accomplish the following:

- Provide guidance to property owners and their design professionals in planning and designing new buildings and remodeling existing structures.
- Provide a greater degree of project review and approval predictability.
- Ensure that new development reinforces and supports the special qualities of the Town of Los Gatos.
- Establish a high level of design quality.
- Maintain a building scale that is consistent with the Town's small scale image.
- Provide information to allow for the adaptation of corporate and franchise designs to the unique character of Los Gatos.
- Reinforce the special qualities of the Town's visual character.
- Protect property owner investments by discouraging inappropriate adjacent development.
- Good design can enhance the viability of a business.
- Streamline the development review process by more clearly communicating community expectations to property owners and developers.
- Provide visual continuity along street frontages.
- To encourage signs which are in scale and harmony with the architecture and the character of the Town.

1.4 COMMUNITY EXPECTATIONS

- Maintenance of the existing small town feel
- Highest quality architectural, landscape and site development design
- High quality materials and craftsmanship
- Careful attention to architectural and landscape details similar to the Town's residential structures
- Variety and diversity of architectural character that support the current interesting mixture of styles
- Small scale buildings with a strong pedestrian orientation
- The sensitive interface of commercial development with adjacent residential neighborhoods
- Strong encouragement of a unique Los Gatos scale and character



A small scale, walkable Downtown



Respect for the Town's rich architectural history



Interesting storefronts with high quality materials and detail

INTRODUCTION

1



Shopping centers designed for the pedestrian



Businesses and buildings unique to Los Gatos



Commercial structures with the same attention to materials and details as the Town's residences



Lush landscaping

1.4 COMMUNITY EXPECTATIONS

- Chain or franchise projects tailored to the unique qualities of Los Gatos
- Avoidance of architecturally trendy buildings in favor of more timeless qualities
- A strong commitment to landscaping
- Maintenance of a sense of place with views of surrounding hills preserved
- Rich architectural fabric with interesting details
- Designs adapted to a human and pedestrian scale rather than to an automobile scale
- Scale and character appropriate to the setting
- Buildings over two stories are discouraged in areas covered by these guidelines unless special circumstances warrant additional building height
- Mixed use buildings are encouraged wherever appropriate to the surrounding neighborhood
- Thoughtful architectural design - not boxes with cosmetic attachments
- Unity of design treatment with all sides of the structure related to the design of the primary facades (i.e., 360-degree architecture)



Interesting signs

1.5 COMMON DESIGN GUIDELINES

The following guidelines apply to all commercial development in the Town of Los Gatos regardless of location.

1.5.1 Design to maintain and reinforce the unique scale and character of Los Gatos

- a) Break overall building masses into segments similar to those of nearby structures and parcels.



Example of new structures designed to reflect typical downtown storefront module

- b) Design with respect for nearby historic buildings and unique neighborhoods of the Town.
- c) Avoid design which consists largely of boxes with applied design elements.



Avoid boxes with applied elements

ARCHITECTURAL STYLE

- These guidelines are not intended to establish or dictate a specific style beyond the desire to maintain the Town's small town character and attention to human scale and detail.

- Although many building styles are represented, the Town has a distinguished architectural heritage with some excellent past examples of Craftsman, Victorian, and other residential architectural styles along with several fine examples of traditional *Main Street* style commercial structures.

- Applicants are asked to look at the historic and more recent small scale structures which have been designed with attention to the provision of layers of detail and the integration of landscaping into the designs. Recent examples that seem to express the characteristics desired by the Town include 206 North Santa Cruz Avenue in the Downtown (cover photo 1), the Shopping Center remodeling at 421-431 North Santa Cruz Avenue (lower left photo on page 20), the mixed use project at the northeast corner of Highway 9 and University Avenue (upper left photo on page 18), and the Cornerstone shopping center on Los Gatos Boulevard (cover photo 2).

- Proposals for new commercial structures should be developed within this context of Los Gatos' heritage. Designs merely repeated from other cities or without thought to the special qualities of Los Gatos are strongly discouraged, and unlikely to be accepted.

INTRODUCTION

1

CORPORATE ARCHITECTURE

- The Town will work with applicants to adapt critical functional features of prototype plans to their Los Gatos sites, but will not accept standard plans, building forms, elevations, materials, or colors that do not relate to the site, adjacent development, or Los Gatos' community character.

- Applicants are encouraged to meet early in the process with the Town's Community Development Department staff to discuss their plans and building prototypes.

SUSTAINABLE DESIGN

The Town of Los Gatos supports sustainable design in the construction of new facilities and the remodeling of existing buildings. Applicants are expected to utilize creativity in adapting sustainable design elements to the unique qualities of the Town's visual environment and the community expectations set forth in this design guidelines document. Town staff will work closely with applicants to achieve this goal.

Special attention will be expected of all applicants in the following areas:

- Use of energy efficient HVAC systems
- Use of solar energy
- Reduction of energy demands through simple techniques such as operable windows and sun control methods
- Minimization of storm water runoff
- Use of recycled materials
- Limit use of copper roofing, gutters and trim
- Increase insulation and energy efficient lighting

d) Avoid "awning architecture" where large awnings dominate the building frontages.



Avoid awnings-as-architecture

e) Provide varied building and parapet heights except in locations where flat parapets are common.

f) Place awnings and canopies at elevations that relate to the height of pedestrians and provide a sense of shelter. Use awning appropriate to the building style.



Awnings placed high on building facades do not provide a sense of shelter or pedestrian scale



Awnings placed at pedestrian scale

g) Break facade segments into modules that reflect those common along nearby commercial building frontages. For facades along streets that are closely related to nearby residences, break larger building elements into modules that are sympathetic to the smaller scale of those houses.

INTRODUCTION

1

1.5.2 Provide a richness of architectural facade depth and detail

- a) Express columns and beams on the building's exterior.
- b) Provide a number of facade layers (e.g., front of columns or pilasters, wall plane, window frame, and window glass).
- c) Finish wall tops with overhangs, projecting cornices, and column caps that provide a strong visual terminus to the structure.
- d) Use applied and integrated design elements (e.g., exposed rafter tails on sloped roofs, cornice moldings, applied medallions).



Los Gatos example of facade depth and detail

1.5.3 Provide a unified design around all sides of buildings

- a) Maintain continuity of design, materials, color, form and architectural detail for all elevations of a building that are visible from public areas or adjacent residences.
- b) Where continuity of design is difficult to achieve, substantial landscaping should be provided to screen the area.



Los Gatos example above showing simple reflection of front facade design on building side

MIXED USE PROJECTS

Mixed Use projects will generally consist of residential units or office space located over ground floor retail shops or restaurants. Entries to upper floor uses should be located on facing streets or on landscaped passageways with direct access to the street. The entries should be distinctive and well defined with elements such as attractive doorways and side-lights, awnings, carriage lights, planters with flowers, appropriate signage, and other elements to add visual richness and human scale.

Upper levels should be designed with a distinctive character and design elements that will relate the upper levels to the street and provide visual interest. These elements might include bay windows, projecting balconies with landscaping and french doors, or awnings over the windows. Window proportions on the upper levels should generally be smaller than ground floor windows, vertical in proportion, and related to the ground floor windows.



INTRODUCTION

1



Lattices and flowering vines used to mitigate blank walls



Arbors used to mitigate blank walls



Trash enclosures that are well integrated into the building's design



Equipment screen integrated with building design

1.5.4 Avoid blank walls and service areas which are visible from adjacent streets and projects

- a) Orient buildings to avoid blank walls and service areas which are visible.
- b) When blank walls are unavoidable, add pilasters, trellises, and/or lattices along with landscaping to make the facades more attractive.

1.5.5 Integrate the screening for all trash and service areas into the design of the buildings.

- a) Avoid walls that appear to be tacked onto the main structure in favor of walls that integrate the service walls into the overall design of the building complex.
- b) Match wall materials to that of the building.
- c) Where screen walls are prominently visible, provide additional detail appropriate to the design of the main structure (e.g., wall caps similar to those on a primary structure).
- d) In many cases, the use of a lattice work with dense, flowering vines may be used. In those cases, a lesser building material (e.g., concrete block) may be used if the lattice work will provide a strong texture while the landscaping is growing to maturity, and if it can be demonstrated that the landscaping selected will provide a green screening of the walls within two years of installation.

1.5.6 Screen all roof equipment

- a) All roof equipment must be screened to minimize its visual impact on views from public rights-of-way.
- b) Locate equipment in recessed roof wells or hide equipment behind parapet walls so that it cannot be seen are the preferred solutions.
- c) Roof screens should be constructed from materials as similar to the building walls as possible, and should be designed to appear as an architecturally integrated part of the building rather than an added-on element.
- d) In cases where mechanical wells or parapets of sufficient height to screen equipment are not possible, equipment should be clustered and placed as far as possible from building edges. The visible equipment should be painted a color that will blend the equipment visually with the backdrop (e.g., pale blue for elements seen against the sky.)
- e) Submit a roof plan at the time of submittal for review and approval. The plan shall show the location,

INTRODUCTION

1

type and size, including height, of all roof mounted equipment. The application elevation and section drawings shall also show the location and size of all roof mounted equipment.

f) Special conditions for solar panels

Seek to minimize any negative visual impacts on Town character. A less than optimal efficiency slope for the panels may be required to minimize their visual impact if such a condition would not decrease the efficiency of the panels by more than 20%. Or, other visually neutral methods to achieve similar energy efficiencies may be required (e.g.; insulation, efficient windows, solar screening of windows, energy efficient HVAC systems, etc.).

- Hide solar panels, if possible, or integrate panels into the architectural forms and character of the building if it is not possible to hide them
- Avoid a tacked on look
- Operable windows are encouraged in recognition of the area's temperate climate and the typically small scale of commercial structures.

1.5.7 Provide visual buffering of on-site utility elements

- a) Locate transformers, valves and similar elements where they will be least visible from public rights-of-way. If not possible, these elements should be placed underground or, at a minimum, screened from view with walls and landscaping that relate to the remainder of the project.
- b) Utilize landscaping and/or walls to screen transformers and other utility elements if they must be located in close proximity to the public right-of-way.
- c) Applicants will be required to submit a site plan at the time of submittal for review and approval to show the location, type and size, including height, of all utility elements to be located on the parcel.

1.5.8 Subordinate parking to the buildings

- a) Avoid parking lots in locations that interrupt retail and/or structural continuity near front property lines.
- b) Divide larger parking areas into smaller segments with blocks of landscaping.
- c) Provide low walls and landscaping at parking lot edges adjacent to public streets.



Example of solar panels integrated into the building form



Utility screening with landscaping and cover



Hedge as edge parking lot screen

INTRODUCTION

1



Strong landscaping used to define main entry to the shopping center



Planter boxes can be used to enhance storefronts and add visual interest to the streetscape



Small scale landscaping used to enhance pedestrian areas and storefronts

1.5.9 Utilize high quality building materials and details

- a) The use of exposed concrete block is strongly discouraged in favor of wood, stucco, stone or brick, and in the case of the LM District, metal.
- b) Avoid plywood wall facings.
- c) Avoid plastic or shiny metal materials and finishes.
- d) Avoid rough sawn wood for exposed structural or finished surfaces.

1.5.10 All projects shall be well landscaped

- a) Landscaping should relate to existing landscape treatments along the adjacent street fronts.
- b) Smaller landscaping (e.g., planter pots, window boxes) are used often within the Town to provide smaller scale elements close to the pedestrian, and should be included within commercial projects whenever possible.
- c) Landscaping should have form and substance to define edges and paths, to provide visual focal points, and to buffer less desirable views (e.g., less finished facades facing public ways or residences.)

1.5.11 Maintain a high degree of transparency at all window areas

- a) Avoid dark or highly reflective glazing.

1.5.12 Utilize colors that are appropriate to the use and the surrounding area

- a) Muted tones are generally preferred with stronger accent colors limited to smaller areas of trim.
- b) Thoughtful consideration shall be given to the selection of color hues. Consider muted tones of blues, yellows, tans, greys and other hues rather than selecting nondistinctive beiges and browns.
- c) In most cases, a range of analogous or complementary colors is preferred over painting all wall surfaces with the same paint color and shade.
- d) Strong building colors that are used for branding or advertising purposes may not be approved.
- e) Uses which might make a case for stronger colors will be evaluated case-by-case based on the design and the context of surrounding buildings and uses.

C-1 DISTRICT

2

C-1 DISTRICT

The C-1 District extends generally along North Santa Cruz Avenue between Blossom Hill Road and Highway 9 (Los Gatos/Saratoga Road) although other commercial areas are zoned C-1. The street is relatively narrow, and traffic speeds are slow.

The district is bordered on the west by a single family residential neighborhood, and on the east by the LM Light Industrial district. The mix of uses within the C-1 District is broad, and includes office buildings, banks, small shopping centers, restaurants, and service commercial structures along with some residential uses.

Large trees line the street for its length, providing a soft and welcoming environment, which serves to link the area comfortably with the adjacent residential neighborhood and encourages outdoor dining and pedestrian circulation along the street.



C-1 District boundaries

2.1 BASIC DESIGN PRINCIPLES

The following principles have been used as touchstones for the development of individual commercial design guidelines. In the event that the specific guidelines do not clearly address a given condition, the Basic Design Principles should be consulted for general direction. The Basic Design Principles will be used by the Town staff and Planning Commission/Town Council when evaluating projects in the C-1 District, and when considering the acceptability of unique proposals that vary from the specific guidelines.

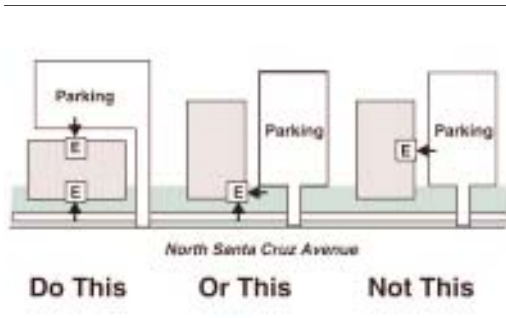
- Projects shall possess a village scale and character which is sensitive to the scale and liveability of the adjacent residential neighborhood.
- Commercial buildings shall be designed with small scale complexity appropriate to the low speed, pedestrian nature of North Santa Cruz Avenue or adjacent commercial street.
- Street front functional and visual continuity shall be maintained, and all projects shall be sympathetic in form, scale, and height to adjacent structures.
- Landscaping shall be used to soften the appearance of buildings and to integrate new construction into the overall commercial/residential neighborhood. Where space is inadequate for in-ground planting, use container plantings.
- The physical and visual impact of parking shall be minimized.
- Structures over one story shall be designed to minimize their visual bulk and relate to the human scale of pedestrians on the street.
- Multi-tenant complexes shall be designed to emphasize an overall sense of project and place, rather than the prominence of individual tenants.

INTENT OF THE C-1 DISTRICT GUIDELINES

- Provide a high quality entry to the Los Gatos Downtown
- Maintain a building scale and character sympathetic to the adjacent residential neighborhood
- Minimize the impact of parking on the character and image of the area
- Reinforce the street's lush landscaped character
- Encourage pedestrian use of the streets sidewalks
- Keep signs subdued in recognition of the low speed of traffic on the street

C-1 DISTRICT

2



Orient entries to North Santa Cruz Avenue



Provide substantial landscaping in setbacks



Avoid large amounts of paving in setbacks unless used for outdoor dining or other functional purposes



Flowering plant landscaping is strongly encouraged

2.2 SITE DEVELOPMENT

2.2.1 Orient building entries to North Santa Cruz Avenue

2.2.2 Place parking behind buildings or underground, whenever possible

- a) If placement behind structures or underground is not possible or practical, the preferred parking placement is adjacent to the structures in order to maintain the presence of active uses along the North Santa Cruz Avenue commercial street frontage.
- b) If the only possible parking location is between the buildings and Santa Cruz Avenue or other commercial street, parking area frontages shall be screened and landscaped as noted below, and parking lots shall be treated with extensive landscaping.
- c) For any parking which fronts on a public street, provide low walls along with landscaping to soften the parking area.



Underground parking is encouraged in the C-1 District

2.2.3 Provide substantial landscaping along the North Santa Cruz Avenue and other commercial street frontages

- a) Avoid large amounts of paving between structures and the street sidewalk. Unless the front setback is used for a functional use, such as outdoor dining, over fifty percent of the front setback should be devoted to green landscaping.
- b) Flowering plants are strongly encouraged.

2.2.4 Provide greater landscape buffering adjacent to residential parcels

2.2.5 Enhance front sidewalk and plaza paving

- a) The use of brick banding along with concrete is encouraged for the commercial street sidewalks.
- b) A change of pattern and/or material for paved areas within front setback sidewalks and plazas is strongly encouraged to set them apart from the sidewalks. The use of concrete that would just seem to be a large extension of the sidewalk will be strongly discouraged.
- c) Where paved plaza areas are located adjacent to sidewalks, provide a positive separation between the two with landscaping and/or raised planters.

2.2.6 Pedestrian amenities are encouraged in front setback areas

- a) Benches
- b) Planter pots with flowers
- c) Trash receptacles

2.2.7 Minimize the visual impact of parking lot lighting

- a) Limit light pole height to a maximum of fifteen feet.
- b) Use luminaires with shielding to direct light downward and avoid glare.

2.2.8 Provide landscaping along the Industrial Way and secondary street frontages

- a) Use trees to buffer views between C-1 uses and LM uses across Industrial Way.
- b) Use low hedges and walls to screen views of parking lots.



Landscape Industrial Way edges

C-1 DISTRICT

2



Break larger buildings into smaller building masses



Avoid large building masses



Residential window shapes and details are encouraged



Consider residential building forms adjacent to residential neighborhoods

2.3 BUILDING DESIGN

2.3.1 Break larger building facades into smaller segments

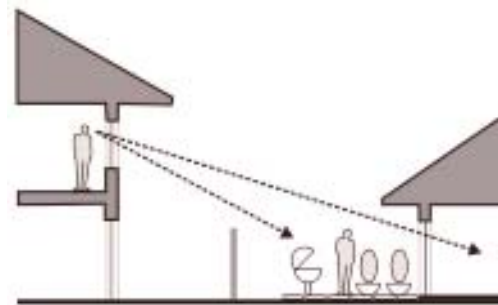
- a) Treat commercial street-facing facades which exceed fifty feet in length as though they were constructed on individual parcels no wider than fifty feet.

2.3.2 Respect the character of adjacent residential neighborhoods

- a) Strongly consider residential building forms for projects on the west side of North Santa Cruz Avenue where there is a close proximity to a residential neighborhood.
- b) For projects located on corner parcels of streets leading into residential neighborhoods, special attention should be given to the following:
 - Breaking building forms into modules that are similar to those in the residential neighborhoods
 - Providing landscaping and landscape elements (e.g., fencing) that would be consistent with those used in residential areas
 - Screening any parking areas with low walls and landscaping

2.3.3 Respect the privacy of neighboring residents

- a) Avoid windows which would provide views into residential private yard spaces.



Avoid windows looking into residential private yard spaces

- b) Keep window sizes small on facades facing residences where windows can be seen to minimize lighting intrusion.
- c) Provide shielding for any exterior lighting visible from neighboring residential uses.

C-1 DISTRICT

2

d) Provide landscaping between commercial structures and neighboring residents to screen, break up and soften views of the structures. See diagram to the right for view cones in which buffering landscaping should be provided.

e) Avoid placement of mechanical equipment where noise would negatively impact residential neighbors.

f) Visually screen all trash and outdoor storage areas from view.



2.3.4 Visually treat any exposed walls visible from fronting streets

a) Use landscaping and screen walls or architectural treatment consistent with the primary and nearby facade designs.

2.3.5 Avoid visually bulky buildings

a) Provide horizontal wall plane changes along street frontages and areas easily viewed from adjacent properties. Wall plane changes should have some portions that are at least two feet to provide building articulation.

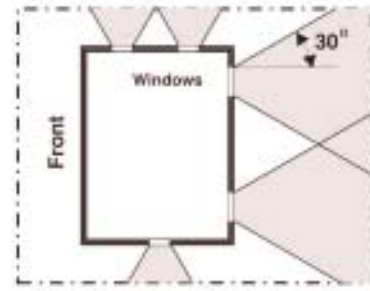
b) Keep the size of roof fascias small.

c) Inset windows as much as possible from wall faces to provide some visual depth to facades. Where interior uses make this difficult, provide exterior trim around windows to achieve facade depth.

d) For any structures over two stories in height, set back upper floors by a minimum of fifteen feet from the lower floor facades to minimize scale and bulk changes that would stand out significantly from the norm along the adjacent streetscape.

e) Break up large wall surfaces.

f) Use a mix of materials that have a smaller scale (e.g., stone, brick, wood siding, shingles). Avoid concrete block and metal siding or panels.



Provide buffer landscaping in view cones to residential windows and private yard space



Mitigate exposed wall surfaces with architectural and/or landscaping treatment



Step upper floors back on structures taller than two stories

C-1 DISTRICT

2



Use punched windows



Avoid ribbon windows



Outdoor dining uses are encouraged



Detail elements can add richness to commercial facades

2.3.6 Utilize solid building forms with punched window openings

- a) Avoid ribbon windows and other types of large window areas.
- b) Limit the amount of typical commercial storefront treatment in favor of smaller window areas.

2.3.7 Use sloping roof forms with substantial overhangs

- a) Avoid buildings with flat parapet tops.



Do This



Not This

2.3.8 Provide architectural elements, detailing and ornament to add richness and variety to building facades

- a) Design with a scale consistent with residential architecture in Los Gatos.
- b) Awnings are encouraged as auxiliary elements, but not as the predominant architectural feature.
- c) Projecting balconies are encouraged.

2.3.9 Outdoor dining uses are encouraged.

- a) Design wall edges and landscaping to be compatible with the building design.

2.3.10 Screen all roof top mechanical equipment

- a) Integrate equipment into roof forms, whenever possible. If equipment cannot be located in this manner, consider alternatives such as interior mechanical rooms and undergrounding.

C-2 DISTRICT

3

C-2 DISTRICT

The C-2 District is Los Gatos' Central Business District where retail shops, restaurants, and service businesses combine to create a unique social and economic focal point for the community. Much of the Town's unique character is defined by the downtown's commercial area's uniform scale, massing, types of buildings, and very strong pedestrian orientation.

The District is roughly two blocks wide, stretching along Santa Cruz Avenue from Highway 9 (Los Gatos/Saratoga Road) on the north to the Town Limit on the south, and along the frontage of Main Street west to near Tait Avenue.

There are several distinct areas within the district. The heart of the area extends along the Santa Cruz Avenue frontage from Royce Street to Main Street, and is composed of traditional *Main Street* type buildings constructed at or near the front property line and forming a virtually continuous line of interesting shop fronts along both sides of the street.

Building patterns north of Royce Street on the west side and Bachman Avenue on the east side are substantially different with many structures or small complexes of buildings physically separated from their neighbors and often set back substantially from the front property line. Within this *Village* scale area, the uses along Highway 9 are much more automobile oriented than those along Santa Cruz Avenue.

Santa Cruz Avenue south of Main Street has mostly newer development, greater setbacks from the front property line than the area to the north, and less of a *Main Street* style building design character.

Main Street east to the Town Hall is similar to the Main Street style area of Santa Cruz Avenue, and has more structures that are two stories in height.



North Santa Cruz Avenue



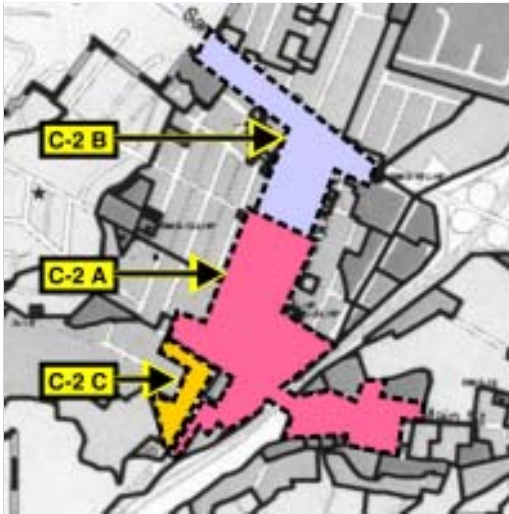
C-2 District boundaries

INTENT OF THE C-2 DISTRICT GUIDELINES

- Maintain and enhance the pedestrian orientation of the existing Central Business District (CBD)
- Maintain retail and visual continuity
- Maintain a building scale and character sympathetic to the existing fabric of the CBD
- Recognize the special scale and character of unique subareas within the CBD
- Respect the historic community roots in the Town core
- Maintain and encourage diversity
- Provide for visual interest and richness
- Keep signs subdued in recognition of the strong pedestrian orientation of the street

C-2 DISTRICT

3



C-2 District Subareas

3.0 C-2 DISTRICT SUBAREAS

Given the diversity of site development and design within the Los Gatos Central Business District, the design guidelines for the C-2 District have been divided into subareas as shown on the diagram to the left.

3.1 BASIC DESIGN PRINCIPLES

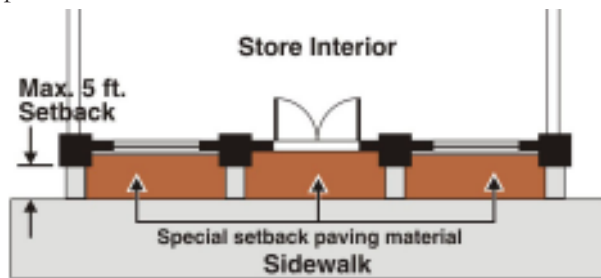
The following principles have been used as touchstones for the development of individual commercial design guidelines. In the event that the specific guidelines do not clearly address a given condition, they should be consulted for general direction. The Basic Design Principles will be used by the Town staff and Planning Commission/Town Council when evaluating projects in the C-2 District, and when considering the acceptability of unique proposals that vary from the specific guidelines.

- New construction shall be sensitive to the small scale of the existing environment of the CBD.
- Architectural character and detailing shall be sensitive to the historic structures remaining in the CBD.
- Building form and scale shall be appropriate to the unique CBD subarea in which the project is located.
- Retail and pedestrian continuity shall be maintained along Santa Cruz Avenue and Main Street.
- Storefronts shall be constructed of high quality materials that are consistent with those historically used in the Town.
- Diversity of design shall be encouraged with timeless character sought over trendy architectural styles.
- New construction shall respect the scale, character and detail texture of adjacent and nearby structures.
- Landscaping appropriate to the village qualities of the district shall be incorporated into projects.
- Reinforcement of retail linkages along retail-oriented side streets shall be encouraged wherever possible. One good way of accomplishing this is with the use of corner entries and adjacent display windows on both street frontages, as shown in this example at the corner of Main Street and University Avenue.



DISTRICT C-2A**3.2 SITE DEVELOPMENT (C-2A SUBDISTRICT)****3.2.1 Facades should be setback from public street property lines no more than five feet**

- a) The intent of this guideline is to maintain retail continuity along block fronts in support of a strong pedestrian and retail environment.



- b) An exception may be considered for restaurants with outside dining areas. Setbacks for this use shall be limited to fifteen feet. Design of outdoor dining areas will be considered on a case by case basis. When adjacent to a sidewalk or public right-of-way, a distinguishing barrier or feature is needed to separate the dining area from the right-of-way. Plastic furniture shall not be used.



One example of an open separation between outdoor dining and adjacent sidewalk

- c) Paving within the setback areas should be distinctively different from the adjacent public sidewalk (e.g., brick pavers.)
- d) Front setback areas should contain some elements of landscaping. These may be in-ground plantings, plants in containers or plants within window boxes attached to the ground floor facade of the structures.



C-2A District boundaries

C-2 DISTRICT

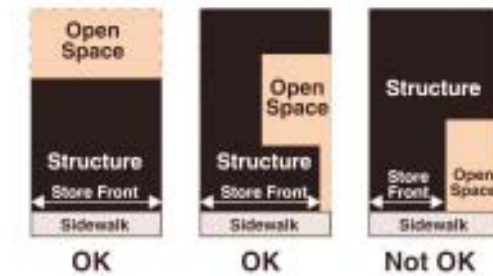
3



Examples of pedestrian pass-through improvements

3.2.2 Open space on the parcel should be placed away from the front of the parcel

- a) Open space, in excess of any front setback, shall be devoted to functional use or landscaped areas.
- b) Open space should be located at the rear of the parcel or at the sides of the parcel away from the front facade. This open space will allow for rear dining courtyards for restaurants, outdoor display areas for businesses, enhanced entries to courtyards for small retail and personal service uses with an orientation to the fronting street.



3.2.3 Pass-through pedestrian walkways from rear parking lots may be required at the discretion of the deciding body

- a) Pass-throughs should include landscaping, trellises, lighting, and other elements that enrich the pedestrian experience.
- b) An exception to the location of open space fronting on front sidewalks may be considered for outdoor dining plazas along the length of pass-throughs.



Outdoor dining along pass-throughs is encouraged

3.2.4 On-site parking will be allowed only where it would not abut Town Parking Lot #4, and when access is from a public way other than North Santa Cruz Avenue or East Main Street

3.2.5 Primary access to any second floor uses shall be from a fronting commercial street

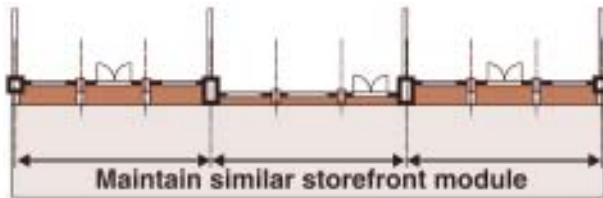
C-2 DISTRICT

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3.3 BUILDING DESIGN (C-2A SUBDISTRICT)

3.3.1 Maintain a building front module that is consistent with the remaining block front streetscape

- a) Pilasters and columns along with wall beams and cornices which are in front of the building wall and display windows should be used to provide a layering and hierarchy of structure. Storefront widths should be similar to those of other adjacent stores. This is of special importance for buildings with street frontages which are wider than the norm along a street front.
- b) In general, pilasters and columns should occur at intervals of no more than approximately ten (10) feet.



3.3.2 Design buildings along North Santa Cruz Avenue and Main Street to be compatible with traditional architectural styles

- a) Characteristics of traditional *Main Street Contemporary* architecture include the following:
- Shaped parapets or projecting cornices at street wall tops
 - Large display windows framed by high quality materials
 - Projecting columns and pilasters
 - Column/pilaster bases and bulkheads below display windows
 - Projecting belt courses and other moldings
 - Decorative details
- b) Provide architectural details to enhance the visual interest of facades. Elements that are encouraged include the following:
- Projecting cornices with decorative moldings and/or brackets
 - Shaped parapets
 - Planter boxes
 - Projecting molding
 - Inset medallions



Desirable storefront components



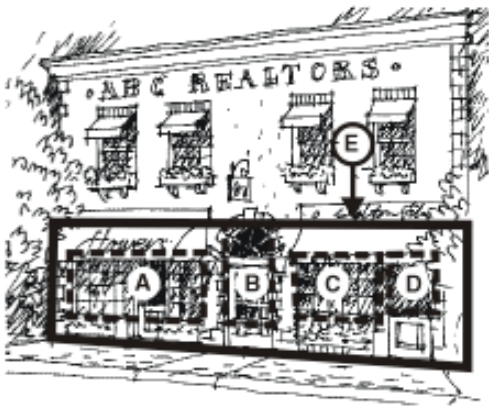
Contemporary storefront compatible with traditional design

C-2 DISTRICT

3



Storefronts with attractive display windows, friendly entries, landscaping and well designed detailing enhance both the character of the business and the Town



- Bay windows
- Moldings around windows
- Pilaster and column capitals

c) Size and height of all detail elements shall be sympathetic to the major elements of adjacent structures.

3.3.3 Emphasize display windows and storefront entries

- Provide interesting storefronts with prominent display windows.
- Traditional storefronts with bulkheads below the windows and glass on both the street front and the sides of vestibules are desirable. However, larger and more contemporary display windows are also acceptable, but should have some solid base at least 12 inches high between the bottom of the window and the paving below.
- Use bulkhead materials that are consistent with the building's materials and traditional to Mainstreet-style storefronts (e.g., stucco, tile, stone, wood panels.) The decorative treatment of bulkheads is encouraged (e.g., wood moldings over a wood base panel, decorative tile patterns.)
- Window box planters below display windows are encouraged to add color and visual interest.

3.3.4 Maintain transparent storefronts and public right-of-way walls

- Maintain a minimum of sixty percent (60%) transparent glazing along primary store frontages up to eight feet above grade.
- In the example to the left, A+B+C+D must equal at least 60% of E.
- Avoid blank walls over ten (10) feet long on primary frontages, and from the first fifty (50) feet from Santa Cruz Avenue or Main Street. Break up larger blank walls with pilasters and landscaping.
- Display window proportions should generally reflect traditional storefront windows with proportions that are horizontal or approximately square. Strong vertical window proportions should be avoided.
- Display window lighting to enhance the CBD nighttime vibrancy is strongly encouraged. Methods may include shielded or recessed spotlights to highlight display merchandise or pin lights used to define the outline of windows.

3.3.5 Provide vestibules at building entries

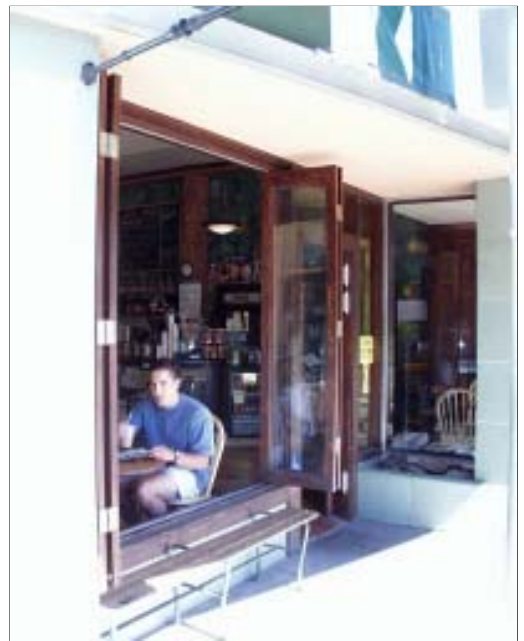
- a) Recess entry doors three to six feet from the front facade.
- b) Pave vestibule floors with tile, brick, stone, or a similar high quality hard surface to set the vestibule apart from the sidewalk.

3.3.6 Utilize high quality storefront materials

- a) Use wall materials primarily composed of stone, brick or stucco for facades. Avoid nontraditional materials such as wood, shingles, cultured stone, small tiles, rough finished materials, and metal.
- b) Wood window frames are common in this area and are strongly encouraged.
- c) Alternatively, vinyl covered or dark anodized aluminum metal storefront window and door frames are suggested.
- d) Anodized aluminum frames are not generally desired, but may be considered on a case-by-case basis.
- e) Entry doors should be selected to compliment the design of the storefront. High quality entry doors are encouraged, while standard storefront doors are discouraged, consistent with the attention paid in the past to doors in this area of the CBD. Dutch doors should also be considered to open up businesses to passing pedestrian traffic, and provide a welcoming small town feeling to storefronts.

3.3.7 Operable windows and french doors are encouraged for restaurants and coffee cafes

- a) Window types and proportions should be complementary to the architecture and design of the facade.
- b) Two examples of operable restaurant facade windows are shown below and to the right.

*Restaurant operable window example**Provide vestibule entries**Restaurant operable window example*

C-2 DISTRICT

3



Awnings are used here to provide color and a sense of intimacy between the window shopper and the clothing displayed



Awnings can call attention to building entries and soften the forms of a rectangular building

3.3.8 Install awnings when weather and sun exposure protection are desired

- a) Fabric awnings are the preferred material. Metal awnings may be used if they are of contemporary design, are composed of sloping awning faces only, and are compatible with the building style.
- b) Fabric awnings should be installed on painted tubular metal frames. End panels returning to the building face are optional.
- c) Avoid shiny fabrics.
- d) Backlit awnings that visually appear as large light sources will not be permitted.
- e) Relate awning placement to the major architectural elements of the facade.
 - Avoid covering any transom windows or architectural elements such as belt courses, decorative trim and similar features
 - Use separate awnings over individual storefront bays defined by the columns or pilasters rather than placing a continuous awning across the building frontage
 - Patterned and stiped awnings are discouraged. If patterned awnings are proposed, the burden will be on the applicant to demonstrate that the colors and pattern are appropriate for the design and color of the building
 - Operable awnings are encouraged when appropriate for the style of the building.

HISTORIC PRESERVATION DISTRICTS

The C-2A District contains two designated historic districts established by Town ordinance. The standards and guidelines established for those districts will continue to apply to structures within their boundaries. In the event of any inconsistency between the ordinances and these design guidelines, the ordinances will control.

The following is provided as a summary of the special guidelines for projects within the boundaries of these two districts. Applicants with properties within the districts should refer to Town Ordinance 1843 (Los Gatos Historic Commercial District) and Ordinance 1920 (University/Edelen Historic District) which include addresses and designations for structures contained within the districts. They are included in this document as Appendices A and B.

Applicants are strongly encouraged to conduct historical research on their properties, and to meet informally with staff prior to the preparation of detailed drawings for the alteration of existing structures or the construction of new ones within the historic districts.

3.4 LOS GATOS HISTORIC COMMERCIAL DISTRICT

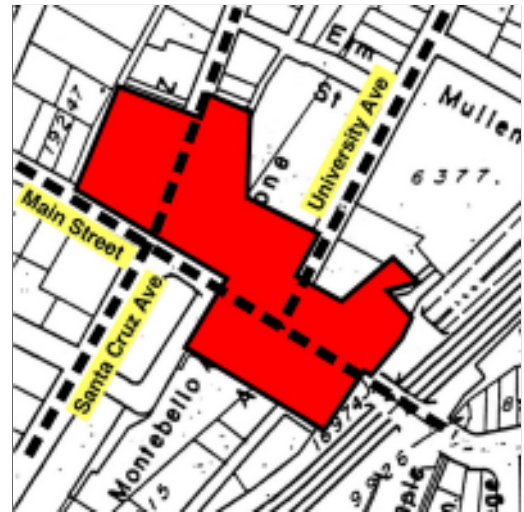
The district is listed on the National Register of Historic Places, and contains Los Gatos' only surviving concentration of reasonably intact historic commercial buildings. It includes the Town's earliest commercial intersection and half of the 19th century commercial center. A wide variety of architectural styles is represented in the district, including Victorian, Queen Anne, Richardsonian Romanesque, and Mission Revival through most of the intervening modes to Art Deco. All are typical commercial versions of the styles.

Structures within the historic district have been classified as Significant, Contributing, or Noncontributing.

Significant Structures are those with special historic value. Changes to designated structures will be carefully reviewed to ensure their historic qualities are preserved and enhanced.

Contributing Structures are those that are supportive of the historic district by virtue of their individual qualities and overall support for the character of the historic district. They may have had changes over time that compromised their historic integrity.

Buildings which contribute to the district should not be demolished except under exceptional circumstances. Their historic appearance should be maintained, and remodelings should either maintain the existing extent of departure from the documented historic appearance, or shall make the appearance closer to the documented one. Remodelings shall not increase the extent of departure from an appearance which can be documented in historic photos (over 50 years old) or similar records.



Los Gatos Historic Commercial District



*Hofstra Block: circa 1875 with later additions
Queen Anne Style*



*Fretwell Building: 1906
Richardsonian Romanesque Style*

C-2 DISTRICT

3



First National Bank: 1920
Spanish Revival



Rankin Block 1902
Mission Revival Style

Non-Contributing Structures are those that have no intrinsic historic value. Major remodeling of these buildings or their replacement with new structures should seek to support the historic district through designs that complement the scale and character of the district.

3.4.1 Guidelines

a) Setbacks

Since the historic buildings have no setbacks from the sidewalks on North Santa Cruz Avenue or West Main Street, no new setbacks on these streets will be permitted, either of whole structures or of parts of buildings, except for entrances.

b) Heights and Proportions

Heights and proportions of additions and alterations should be compatible with those of the existing structures. New construction should maintain the existing scale and character through compatible design and attention to detail while being subservient to the original building.

c) Building Facades

Protected elements include cladding, transoms, parapets, splash panels, display and other windows, entrance vestibules if any, historic tile work, and other detailing.

d) Siding

The historic siding should be maintained on all sides of the historic buildings, and it should be matched in repair or rehabilitation or for additions. Preferred materials for siding on new construction are stucco or brick, but a single material on all elevations of the buildings. When cleaning is necessary for brick or other masonry, the gentlest means possible should be used. Sandblasting will not be permitted because it accelerates deterioration of the building by allowing water to intrude.

e) Building Materials

The original materials shall be matched as closely as possible when rehabilitating a structure. Modern materials such as plastics or aluminum are generally not allowed.

f) Roofs

Large roofs should be concealed behind parapets or wall elements with cornices unless a typical element of the architectural style.

g) Windows and Doors

Existing historic windows and doors should be retained where possible. If not possible, they should be

C-2 DISTRICT

3

replicated in kind. The preferred material for doors and windows (except the large display windows) is wood. Plastic materials should not be used in place of glass. For new construction and additions, windows should be compatible with their surroundings in proportions, size, type, subdivisions, and materials. Transom windows above display windows should be maintained and/or restored. They are encouraged in new construction.

h) Detailing

Historic detailing such as patterned brickwork, cornices, ceramic tile, pentroofs, decorative splash panels, molded or bas relief ornament, columns and pilasters should be retained or, if necessary, replicated in kind. New construction may use detailing to create compatible scale.

i) Color

Brick or stone that is currently unpainted shall not be painted over. Colors should be appropriate to the style and period of the building. The Town may require the use of a color consultant, hired by the Town, to review color scheme proposals.

j) Pavement

Historic tile work or mosaic in entrance vestibules should be maintained. Sidewalks should meet Town standards.

k) Street Furniture

Existing electroliers and light standards shall be maintained. Any additions or changes to street furniture shall be compatible with the building style and are subject to Architecture and Site Application approval.



Historic storefronts

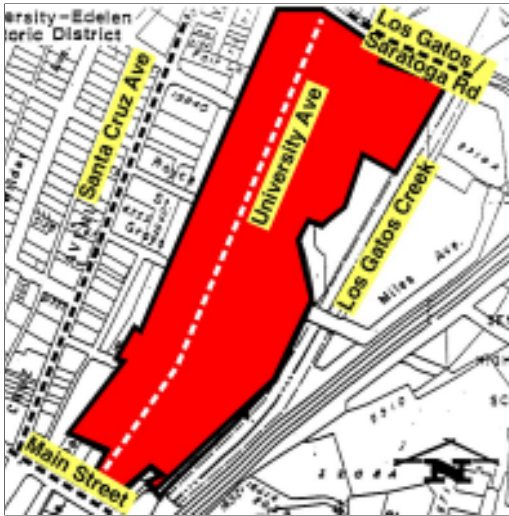


Example of new building designed to complement existing adjacent historic structure

The above West Main Street buildings are outside of the Los Gatos Historic Commercial District, but represent desirable attributes of historic preservation.

C-2 DISTRICT

3



University/Edelen Historic District

3.5 UNIVERSITY/EDELEN HISTORIC DISTRICT

The district was originally a part of the Mason Tract subdivided in 1880, and later further subdivided prior to the turn of the century. Victorian is the predominant architectural style, including informal wood frame cottages and impressive homes, intermixed with Craftsman/Bungalow style cottages. Also present in smaller numbers are Colonial Revival.

Contributing structures are both residential and commercial. Individual architectural distinction is not as important as the neighborhood entity created. The University/Edelen district has easily identifiable boundaries which adds to its perception as a distinct neighborhood.

3.5.1 Guidelines

Design guidelines are similar to those for the Historic Commercial District, but many are directed toward the predominance of residential structures in the district. Applicants should refer to Appendix B for detailed guidelines.



Gem City Laundry: 1906
Art Deco

C-2 DISTRICT

3

DISTRICT C-2B

3.6 SITE DEVELOPMENT (C-2B SUBDISTRICT)

3.6.1 Provide larger setbacks for parcels fronting on Santa Cruz Avenue and Saratoga/Los Gatos Road

- a) Front setbacks should be similar to those of structures on adjacent parcels, but not less than ten feet unless those of adjacent structures are less.
- b) Front setbacks should be landscaped or treated with limited special hardscape paving that contrasts with the adjacent sidewalk.
- c) Side setbacks should be provided to set the structures off from their neighbors unless the building is part of a continuous storefront within the same parcel. If no side setback is provided, the building design should blend with the adjacent buildings to create a continuous storefront.
- d) On-site parking will not be allowed within the Santa Cruz Avenue front setback.
- e) On-site parking may be allowed along the Los Gatos/Saratoga Road frontage. However, parking must be separated from the adjacent sidewalk by a low wall and a minimum of five feet of landscaping on the street side of the wall.

3.6.2 Provide substantial site landscaping

- a) Where appropriate, larger tree species should be provided and grouped near the front property line in informal groupings.
- b) Parking lots should have internal trees equal in number to one for every six parking spaces.



C-2B District boundaries



Many of the buildings in the C-2B District have sloped roofs and distinctly individual forms



Treat front setbacks with special paving and/or landscaping

C-2 DISTRICT

3



Use narrow building modules and small scale design elements to create a Village character



Small scale landscaping will add to the character of the district



Informal pedestrian oriented structures are appropriate for this area

- c) Incorporate substantial landscaping in the building design using planter pots or boxes attached to the building, climbing vines in columns or lattices, or similar devices.

3.6.3 Passageways to retail or personal service uses in off-street courtyards are encouraged.



3.7 BUILDING DESIGN (C-2B SUBDISTRICT)

3.7.1 Design structures to project a village scale and character

- a) Each building should be designed to reflect its own individual personality
- b) A wide diversity of architectural styles is encouraged.
- c) Sloped roof forms are encouraged.
- d) Larger structures should be broken up into smaller modules to resemble a collection of small buildings. A width of twenty-five feet is suggested. This small scale character should be carried around to any facade visible from a public way or nearby property.
- e) A wider range of building materials will be acceptable in this subdistrict. Buildings with wood siding and a mix of materials (e.g., stucco and brick or stone) are encouraged. However, windows and doors should be wood, vinyl covered metal, or dark anodized aluminum similar to those described in the guidelines for the C-2A subdistrict.
- f) Design structures with a great deal of architectural detail

3.7.2 Limit building heights

a) One story building heights are encouraged in this area. Structures taller than one story in height should have design elements that strongly emphasize the first floor. Elements might include:

- Awnings
- Planters
- Projecting signs
- Divided light windows
- Small scale materials (e.g., brick, board and batten wood)

b) Upper floors should be separated from the first floor with projecting molding or other architectural detail, and incorporate elements that will reduce their visual scale and bulk. Examples include smaller windows with substantial trim or awnings, small projecting balconies, landscaped planters.

c) Any buildings taller than two stories should have floors above the second floor set back from the walls below.



Upper level texture and planter boxes help to reduce the visual bulk of this mixed use building

C-2 DISTRICT

3



C-2C District boundaries

DISTRICT C-2C

3.8 SITE DEVELOPMENT (C-2C SUBDISTRICT)

3.8.1 Provide setbacks from street property lines to match those currently existing in the subdistrict

- a) Utilize street setbacks for landscaping or outdoor dining



Setbacks between sidewalks and buildings are common in this area

3.8.2 Locate parking behind structures or underground

3.9 BUILDING DESIGN (C-2C SUBDISTRICT)

3.9.1 Design structures with an informal character sympathetic to those in the subdistrict

3.9.2 Utilize sloped roof forms

- a) Provide substantial roof overhangs.
- b) Limit roof slopes to those similar to the existing roofs in the area.



Sloped roofs with substantial overhangs are common in this area

LM DISTRICT

4

LM DISTRICT

The LM District for which these design guidelines are applicable is located along University Avenue between Andrews Street and Blossom Hill Road. It is bordered on the west by the C-1 District along Santa Cruz Avenue and on the east by a residential neighborhood.

Uses include a wide range of light industrial uses including auto repair, wholesale, and service commercial uses. Active storage and outdoor work areas are generally clustered along Industrial Way on the western edge of the district. Office uses are limited to minor areas auxiliary to the primary allowed uses.

While several structures are constructed at or near their front property lines, current codes require a fifteen foot setback from University Avenue. These setbacks are currently used for landscaping, outside display and parking.

4.1 BASIC DESIGN PRINCIPLES

The following principles have been used as touchstones for the development of individual commercial design guidelines. In the event that the specific guidelines do not clearly address a given condition, they should be consulted for general direction. The Basic Design Principles will be used by the Town staff and Planning Commission/Town Council when evaluating projects in the LM District, and when considering the acceptability of unique proposals that vary from the specific guidelines.

- The visual appearance of University Avenue and east-west streets will be emphasized with more flexibility allowed along Industrial Way.
- New development shall be sensitive to its location adjacent to a residential neighborhood.
- Outdoor work and storage areas will be accommodated and screened to improve their visual appearance.
- New development should be sympathetic to the small scale character of the existing structures in the district.



LM District boundaries

INTENT OF THE LM DISTRICT GUIDELINES

- Provide flexibility for the retention of light industrial uses in the Town
- Minimize negative visible impacts on surrounding residential neighborhoods
- Improve the visual appearance of University Avenue and Industrial Way
- Maintain the small scale, low key character of the district
- Improve the visual appearance of individual structures

LM DISTRICT

4

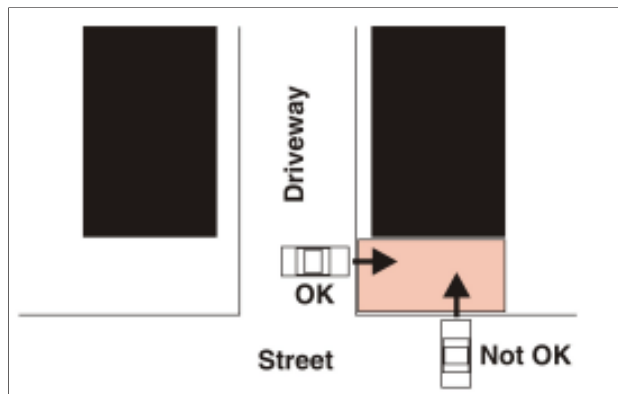


Landscaped setbacks are desired along main street frontages

4.2 SITE DEVELOPMENT

4.2.1 Provide special treatment for University Avenue setbacks

- Substantial landscaping in front setbacks is preferred. Landscaping with trees and flowers sympathetic to the adjacent residential neighborhood will assist in softening the industrial nature of the district, and provide a pleasant pedestrian environment.
- Parking within front setbacks may be allowed if access to parking spaces is from a driveway on the parcel and not directly from University Avenue. Similar restrictions will apply to Saratoga/Los Gatos Road and east-west streets in the district.



- Limited paving may be allowed within front setbacks, and shall be treated with special patterns or materials (e.g., brick, modular paving, brick banding with exposed aggregate concrete fields) to set the area apart from the adjacent sidewalk.



- Front setbacks for parcels that have double frontage (e.g., University Avenue and Industrial Way) shall be measured from University Avenue.

4.2.2 Locate parking and outdoor work or storage areas away from the University Avenue and Blossom Hill Road frontages

4.2.3 Screen parking and outdoor service areas with quality fencing and walls

- a) Walls may be allowed along University Avenue and Blossom Hill Road. They should be constructed of high quality materials with more attention to finish and detail than other frontages. Split face concrete block and stucco are two examples of appropriate construction finish. The addition of climbing flowered vines to soften the appearance of the walls should be considered. Keep wall heights as low as practical (e.g., three and a half foot high walls as screening for parking lots that are not used for the extended storage of vehicles.)
- b) Wall/fencing may be allowed along Industrial Way, and may be solid walls or chain link. Chain link, if used, should be vinyl covered in a black or green color. Barbed wire will not be permitted. Chain link with wood slats is discouraged.
- c) Open work or parking areas facing east-west street frontages should be separated from adjacent sidewalks by a low wall with a planting strip included on the street side to allow the planting of vines or low landscaping.



- d) Parking lots located on University Avenue corners are strongly discouraged.

4.2.4 Organize and screen trash areas

- a) Provide a durable solid enclosure with doors for all trash and debris boxes.

4.2.5 Minimize the impact of site lighting

- a) Select exterior security lighting fixtures that are shielded and limit visibility from off site locations.
- b) Use the minimum amount of wattage and coverage needed to address specific security concerns.



Trash enclosure walls should be softened with landscaping



Screen trash receptacles with solid walls, landscaping and doors

LM DISTRICT

4



The Campo di Bocce structure is a good example of a simple industrial building form



Examples of other simple light industrial buildings

4.3 BUILDING DESIGN

4.3.1 Utilize simple building forms that are sympathetic to the light industrial nature of the area

- a) Use forms and materials consistently on all building sides.
- b) Avoid finished front portions (e.g., stucco) and unfinished sides (e.g., concrete block) that are visible from the street.



Shallow lot depths and variable building heights expose many side wall surfaces

- c) Sloped roof forms are desirable for buildings that are close to the adjacent residential neighborhood.

4.3.2 Respect the small scale character of buildings in the area

- a) Breaking larger buildings into smaller segments which are similar to adjacent structures is desirable.
- b) Simple fabric or metal awnings are encouraged to add scale and interest to buildings.

4.3.3 Emphasize building pedestrian entries.

4.3.4 Provide attractive lighting

- a) Avoid standard security lighting fixtures in favor of simple fixtures which blend in more with the building facades.
- b) Select fixtures with shields to minimize glare and light spill onto areas off of the building site.

LOS GATOS BOULEVARD

Commercial development along Los Gatos Boulevard extends a length of approximately one mile, and contains a wide variety of uses including small shopping centers, automobile dealerships, office buildings, individual retail structures, gas stations, and other commercial service structures. All uses are served by surface parking lots located in front of or at the side and behind the buildings. Many buildings are strongly related to the street front while others are more oriented to the parking lots.

While very wide and accommodating relatively high speed traffic, Los Gatos Boulevard has a softer appearance than many similar commercial streets in the Bay Area, largely because landscaping is a major feature of the Boulevard. Some type of green setback is common along the full length of the street, but is quite varied in treatment. A large number of tall evergreen trees provide a special character to the street. The landscaping and periodic views of the surrounding hills impart a special sense of place to the street that speaks to its location in the Town of Los Gatos.

Many of the structures along the street, including the automobile dealerships, are relatively old, and lacking in special architectural qualities. Newer projects are mixed in terms of their style, scale and character as it relates to the Town of Los Gatos. Generally, the Cornerstone shopping center is thought to embody the qualities that are desirable for the future of the Boulevard. It contains neighborhood shopping uses while maintaining a unique scale and pedestrian friendliness that is highly desirable to Town residents. These are important considerations given the Boulevard's close proximity to surrounding residential neighborhoods.

In addition to the general commercial design guidelines outlined below for Los Gatos Boulevard, special guidelines have been developed for automobile dealerships in recognition of the unique nature of their functional uses and the international branding strategies sought by individual manufacturers.



Los Gatos Boulevard boundaries

INTENT OF THE LOS GATOS BOULEVARD GUIDELINES

- Provide a degree of visual unity to the Boulevard
- Accommodate auto oriented uses while maintaining a high degree of human scale and appeal
- Maintain a sense of place unique to the Town of Los Gatos within a broad range of architectural diversity
- Create a mix of buildings and landscaping that seems a part of the Town's environmental fabric
- Encourage commercial development that is sensitive to adjacent residential neighborhoods

5A COMMERCIAL GUIDELINES

The intent of these design guidelines for the Boulevard is to allow a great deal of variety and architectural diversity, while encouraging a street environment that is unique to the Town of Los Gatos. Given the small scale character of the Town and the close adjacency of residential neighborhoods to the Boulevard, large building users will be expected to design their projects to a smaller scale than might be their standard practice in other communities. A great deal of attention will also be expected in the design of landscaping and architectural detail to a level comparable to that seen on commercial buildings along Santa Cruz Avenue and Main Street.

LOS GATOS BOULEVARD

5

NORTH FORTY DEVELOPMENT AREA

These design guidelines do not apply to the North Forty development area located north of Lark Avenue and west of Los Gatos Boulevard.

Special guidelines will be developed for the North Forty as part of a more detailed plan to be prepared for the entire area.

5A.1 BASIC DESIGN PRINCIPLES

The following principles have been used as touchstones for the development of individual commercial design guidelines. In the event that the specific guidelines do not address a given condition clearly, these principles should be consulted for general direction. The Basic Design Principles will be used by the Town staff and Planning Commission/Town Council when evaluating projects on Los Gatos Boulevard, and when considering the acceptability of unique proposals that vary from the specific guidelines.

- Projects will maintain a strong landscaped setback along street edges, and will seek to create visual continuity along the street front.
- Views to the surrounding hills should be maintained - especially at signalized intersections.
- Projects shall be designed to meet their functional needs, but will be expected to reflect Los Gatos' unique qualities of small scale, pedestrian friendliness, and attention to architectural detail.
- Chain or franchise uses will be expected to adapt their standard designs to the unique qualities of Los Gatos Boulevard and the Town of Los Gatos.
- Substantial landscaping of parking areas and project entries will be expected.

5A.2 SITE DEVELOPMENT**5.A.2.1 Los Gatos Boulevard setbacks should be substantially landscaped**

- a) A minimum landscaped setback of 15 feet shall be maintained from fronting sidewalks. *(Note: Current zoning code requires only a 10 foot setback but larger setbacks along the Boulevard are common)*
- b) The inner edge of front setbacks (i.e., away from the street edge) should be treated as a positive edge with one or more of the following:
 - Low wall
 - Hedge
 - Trellis structure
 - Buildings
- c) Front setback edge treatments should be three feet in height to screen the view of automobile grilles in the parking lot from street view.
- d) Front setback landscaping shall include large species trees.
- e) Flowering plants are strongly encouraged.

5.A.2.2 Automobile entries to projects and individual buildings shall be given special treatment with paving and landscaping

- a) Provide special textured and/or colored paving at pedestrian crossings of project entries.
- b) Special accent landscaping should be provided at entries to include flowering plants.
- c) Care should be given in the development of project site plans to provide substantial focal points at the terminus of project entries (e.g., major building entries or architectural forms, groupings of landscaping.)

5.A.2.3 All projects shall have a clear and direct walkway between fronting streets and one or more of the primary building entries

- a) Provide pedestrian amenities (e.g., benches, landscaping, special paving) and pedestrian scale lighting.

5.A.2.4 Parking lots should be located behind or to the side of buildings facing Los Gatos Boulevard, whenever possible

- a) The exception to this guide would be for projects that would block significant views to the surround-



Provide landscaped setbacks along Los Gatos Blvd.



Flowering landscaping is encouraged at project entries



Provide pedestrian amenities



Link street sidewalks to project buildings

LOS GATOS BOULEVARD

5



Provide well landscaped parking lots



Create positive parking lot edge at cars



Building and landscaping at the corner of Los Gatos Blvd. and Blossom Hill Road softens corner visually and buffers views to parking lot



Buffer landscaping at the Cornerstone project

ing hills if designed with buildings close to the Los Gatos Boulevard frontage. In that event, parking may be placed between Los Gatos Boulevard and the buildings so long as the edge of the front setback is strongly defined and the parking lots are heavily landscaped.

5.A.2.5 Parking lots shall be heavily landscaped

- a) Break up large parking lots with groupings of trees and shrubs.
- b) Parking lot edges at adjacent streets should be defined positively with three feet walls and/or box hedges.
- c) Parking lot edges at property or setback lines should include landscape islands with large species trees and low plants to visually break up long lines of parked vehicles.

5.A.2.6 Projects located on corner parcels at signalized intersections should incorporate major design features on the intersection corner

- a) Buildings located at these corner locations are strongly encouraged. Buildings located on corners should generally be limited to one story in height, and special care shall be taken to avoid obstructing views to the surrounding hills.
- b) Other physical improvements such as fountains, special landscaping or other unique improvements shall be provided.
- c) All corners should have special landscaping incorporating flowering plants.
- d) Parking lots should be heavily screened.

5.A.2.7 Projects backing up to residential neighborhoods should be sensitive to their potential impacts on the residents

- a) Locate service and trash collection areas to minimize noise impacts on adjacent residents.
- b) Provide attractive solid walls of concrete block or stucco to separate commercial uses from adjacent residential parcels.
- c) Minimize exterior lighting that might be seen from adjacent residences. Provide shielding for all exterior lights.
- d) Provide landscaping to buffer views from residential parcels to the commercial structures.

5A.3 BUILDING DESIGN

5.A.3.1 Integrate the design of all buildings in larger projects

- a) Large structures should be visually broken up into smaller components through changes in massing, form and texture.



- b) Avoid boxy structures with appendages.
- c) Pad buildings, including fast food restaurants, should have forms, colors, and detailing similar to the main buildings of the complex.



Fast food restaurant located adjacent to the street in this example is related to the main shopping center through the use of building form, color, and awning design

- d) Provide size transitions between larger and smaller buildings.
- e) Provide pedestrian walkways and crosswalks to link all buildings within a complex together.

LOS GATOS BOULEVARD PROJECT SCALE AND CHARACTER

The scale and character of Los Gatos Boulevard structures vary over its length as the street transitions from larger commercial development near Lark Avenue to the residential neighborhood fronting on the street at its south end.

New development should take this transition into account, and be sensitive to the surrounding physical fabric. Projects south of Shannon Road should be designed in smaller building increments, and utilize forms, materials and details that will be sympathetic and compatible with the nearby residential neighborhood.

Projects near the southern end of Los Gatos Boulevard are expected to be especially sensitive to the historic quality of houses in the adjacent residential areas. Parking areas should be subservient to the buildings, and their visual impact on the streetscape minimized.

LOS GATOS BOULEVARD

5



Example of a chain restaurant designed with a unique architectural character



Examples of sloped roofs on two existing projects on Los Gatos Blvd.

5.A.3.2 Design buildings to relate to the unique qualities of Los Gatos

- a) Avoid Theme Architecture that could be seen in dozens of other communities.
- b) Strongly consider the use of sloped roofs to relate to the adjacent residential neighborhoods. This applies to gas service stations as well as other commercial structures.

5.A.3.3 Provide well defined project and building entries

- a) Provide a visual focal point for project entry drives.
- b) Define major vehicular entries with edge landscaping.



5.A.3.4 Relate architectural focal point elements to pedestrian scale rather than automobile scale

Do this



Don't do this

5.A.3.5 Design all projects with a strong commitment to human scale

- a) Provide pedestrian arcades and/or other one story architectural elements to reduce the visual height of tall walls.
- b) Integrate landscaping on trellises and lattices into the design of buildings.



5.A.3.6 Select colors to be compatible with other projects along the Boulevard

- a) Corporate color combinations may be used, but a change of the shade and intensity of color may be a requirement of approval.
- b) White trim color is well represented along Los Gatos Boulevard. Consider its use to increase the street's sense of place.



Arcades and awnings can lower the visual height of structures and provide a pleasant pedestrian experience



The scale of the accent tower in this example is designed to relate to pedestrians rather than passing cars

5B AUTO DEALERSHIP GUIDELINES

Automobile dealerships in Los Gatos, as of the adoption of this document, are for the most part located in relatively older buildings that fall far short of current dealership standards for the image branding desired by automobile manufacturers. In some cases, they consist of a complex of buildings constructed over a period of time - often with limited materials or visual relationship to other parts of the dealership complex. The existing facilities neither project an upscale image to compete with other Bay Area auto sales centers nor do they have a unique quality that would make them beloved as architectural models for the Town of Los Gatos.

Improvements to existing buildings or the construction of new facilities is complicated by the internal rules and standards imposed by individual auto makers. Frequently, a dealership must follow the corporate prototype standards or risk loss of supporting financing and future car allotments. These conditions also have the potential to affect Town finances by a reduction in sales tax revenue. On the other hand, corporate prototypes vary widely in their character and suitability to the character of the Town and Los Gatos Boulevard. Some are very well designed but may have a predominance of shiny metal wall surfacing, while others may incorporate materials or elements that might seem foreign to the Town of Los Gatos.

The challenge of these design guidelines will be to find a balance between the dealerships' special business needs and the maintenance of the special visual qualities of the Town of Los Gatos.

5B.1 BASIC DESIGN PRINCIPLES

- The Town will work with individual auto dealerships to incorporate manufacturers' design standards and image branding, but will not automatically accept all of their mandates.
- Front setback treatment of Los Gatos Boulevard frontages will be expected to be sympathetic to and complement the other commercial frontages on the street.
- Dealerships will be expected to be sensitive to their potential impact on surrounding residential neighborhoods. On the other hand, residents must recognize that they live in close proximity to a significant commercial business that is extremely important to the Town from a service and revenue perspective.
- Site development plans may include substantial outdoor areas for the display of sales vehicles, but will seek to maintain the visual continuity of the Los Gatos Boulevard streetscape.
- Large paved areas for vehicle display and storage will be offset with increased property edge landscaping.



Examples of landscaped frontages at two Los Gatos Blvd. auto dealerships

5B.2 SITE DEVELOPMENT**5.B.2.1 A landscaped setback shall be provided along all public street frontages**

- The minimum setback along Los Gatos Boulevard property line shall be fifteen feet. *(Note: Current zoning code requires only a 10 foot setback but larger setbacks along the Boulevard are common)*
- Landscaping in the Los Gatos Boulevard setback should include grass or low ground cover along with large species trees at no more than 30 feet on center.
- Low, continuous hedges should be provided at the parking surface edges, except at display pads.
- The minimum setback along east-west public streets property line shall be ten feet.
- Landscaping in the east-west street setbacks should include hedges or ground cover.
- Flowering plants are encouraged in all street setbacks.



Examples of edge hedges at auto display areas

LOS GATOS BOULEVARD

5



Auto showrooms located near the street edge will enliven the Los Gatos Blvd. streetscape



Limited display pads will be allowed in front setback areas



Special paving is strongly encouraged in areas accessible to buyers

5.B.2.2 Dealership showrooms should be located near Los Gatos Boulevard

5.B.2.3 Display pads for new vehicle display may be constructed in the Los Gatos Boulevard setback

- a) A maximum of two display pads will be allowed per dealership. Pads may be located within the landscaped setback.
- b) Display pads will be limited to Los Gatos Boulevard and Blossom Hill Road frontages.
- c) Display pads located at ground level should include special paving.
- d) Display pads may be elevated above ground level so long as the top of vehicles on the pads will not exceed a height of ten feet above sidewalk level.

5.B.2.4 Customer parking should include trees in parking islands and special paving patterns

5.B.2.5 Exterior sales vehicle display areas will be treated differently than normal parking lots

- a) Exterior sales vehicle display areas will not be required to include landscaping.
- b) Exterior sales vehicle display areas should include areas of permeable surfacing to reduce surface water runoff. Permeable surfaces could include grass swales, turf block or other techniques to allow water to penetrate into the ground rather than flow to storm sewers.

5.B.2.6 All surface areas not absolutely required for circulation or vehicle storage shall be landscaped

5.B.2.7 Functional uses with the potential for noise and lighting impacts should be located and designed to be sensitive to nearby residential properties

5.B.2.8 Access and circulation to customer service parking and to service areas should be clearly delineated

5.B.2.9 Site lighting should be mounted on low poles and be limited to shielded fixtures

5B.3 BUILDING DESIGN**5.B.3.1 Dealership designs should recognize the unique qualities of the Los Gatos character**

a) The design of rear service areas should be integrated visually with front showroom areas. Techniques could include:

- Using the same materials
- Using similar building forms
- Linking the two areas with common elements such as projecting canopies and trim
- Using the same or analogous colors

b) Landscaping should be integrated into building and site designs as much as possible. Examples include:

- Landscaped lattices or trellises applied to blank walls
- Using service doors with a design related to window treatments for showroom areas
- Trellises added along property edges or linking parking areas with showrooms



Landscaped trellis used to provide visual interest and pedestrian scale to auto dealership



Example of dealership designed to the unique character of Sonoma, California



Examples of the visual integration of showrooms and service areas

LOS GATOS BOULEVARD

5



Design building massing to make showroom entry clear

5.B.3.2 Special emphasis should be given to showroom entries

5.B.3.3 Service entries and bays visible from adjacent streets should be carefully integrated into the overall design



5.B.3.4 Parking provided on building roofs shall be screened from views from adjacent streets and residential areas

a) The building top should appear as an integral part of the building design and not as a parking deck on top of the building.



Integrate roof parking with the building design

5.B.3.5 High quality material should be utilized

a) Wood, metal panels, and high quality stucco should be used.
b) Plastic and shiny materials should be avoided.

5.B.3.6 Subdued colors should be used with more intense colors limited to signage

SIGNAGE

Signage is a necessary feature to assist residents and visitors in locating goods and services within the community, and it is critical to the economic viability of individual businesses as well as to the Town as a whole. This importance must be balanced with the goals of providing a strong sense of community, and using the design of signage to reinforce the special character and ambiance of the Town of Los Gatos.

Applicants should refer to Division 3 of the Town of Los Gatos Zoning Ordinance which contains relevant definitions and the basic standards which will be applied to commercial signage. The guidelines in this chapter supplement the Sign Ordinance, and are intended to provide more detail in regard to good signage design principles and community expectations. In some cases, these guidelines are more restrictive than the maximums established in the ordinance.

The sign examples shown are drawn from the Town of Los Gatos and other communities. They are for the purpose of illustrating specific guidelines only, and might not be appropriate for all locations. Each sign will be reviewed in the context of the proposed project buildings and the surrounding area.

6.1 GENERAL GUIDELINES

6.1.1 Allowed signage types

Signs will be limited to the following types which are illustrated below and described on the following pages.

- Wall Signs
- Awning Signs
- Window Signs
- Projecting Signs
- Hanging Signs
- Plaque Signs
- Ground Signs
- Freestanding Signs

INTENT OF THE SIGNAGE GUIDELINES

- Reinforce the high quality character and image of the Town of Los Gatos
- Assist businesses within the community to inform residents and visitors of their presence
- Assist residents and visitors in finding businesses and services located within the community
- Design signage which is appropriate to the special characteristics of the district in which it is located
- Encourage commercial signage that communicates more effectively to potential customers
- Avoid the visual chaos of excessive or inappropriate signage

SIGNAGE PROGRAMS

Projects with multiple tenants will be required to prepare a Master Signage Program for review and approval. The program will establish the specific location and design for major project signs (e.g., Ground Signs)

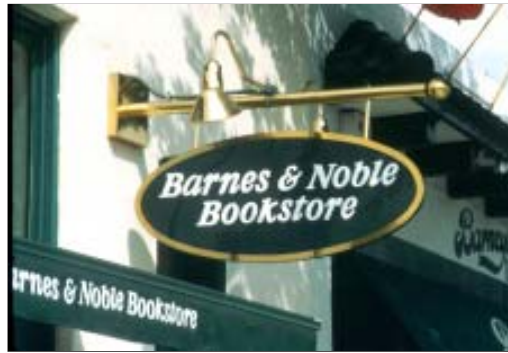
Property owners are encouraged to upgrade signage to conform to these design guidelines. However, when tenants change within a project with a previously approved Signage Program, new signs should be fabricated to meet the standards of the approved program.

SIGNAGE GUIDELINES

6



Wall Sign



Projecting Sign



Awning Sign



Hanging Sign



Plaque Sign



Window Sign



Ground Sign



Freestanding Sign

6

6.1.2 Prohibited signage types

- Flags (except for the American flag and other related flags as described in the Town's Zoning Ordinance)
- Lighted signs that flash on and off, fluctuate or appear to move
- Moving signs that rotate or move in any fashion, except barber poles
- Attraction Boards and Movable Letter Signs (except for churches, cinemas, performing arts facilities or similar uses that have frequently changing events or showings)
- A-Frame Signs
- Off-premises Signs
- Electronic Signs
- Projected Light Signs which are flashed or projected onto walls or other structures by means of a projector or other device
- Roof-mounted Signs (except where other types of signage cannot be effectively employed)
- Billboards
- Cloth, paper or fabric signs hung from the building or placed in windows except for Temporary Signs allowed under the Sign Ordinance
- Any signs not specifically authorized by the Sign Ordinance

6.1.3 Maximum allowed sign area

One (1) square foot for each linear foot of primary business frontage plus one (1) square foot for each linear foot of secondary business frontage up to fifty percent (50%) of the amount allowed by the primary business frontage.

Los Gatos Boulevard Auto Dealerships

Signage quantity will be evaluated under the review and approval of a master signage program based upon the following criteria:

- *Signage compatibility with the scale and character of Los Gatos Boulevard*
- *Signage sizes needed for readability from reasonable viewing distances*
- *Limitation of text content to the minimum necessary to convey ownership and brand recognition*
- *Compatibility of the signage and supporting structures to the architecture of the dealership*

SIGN AREA

Sign area is the total area of the face or faces of a sign. Each face is measured by determining the smallest area within a single perimeter composed of not more than eight (8) straight lines drawn by the applicant enclosing the extreme limits of the face.

For the purposes of measurement, a six-inch margin around all words and symbols will be included in the perimeter composed of not more than eight (8) straight lines.

For more information on what constitutes a sign face, consult Division 3: Signs of the Town of Los Gatos Zoning Ordinance.

**SIGN LOCATIONS**

Applicants should choose proposed sign types as well as their location and mounting heights to avoid blockage by street tree foliage, taking into account the possibility that the trees may continue to grow and be larger in the future.

SIGNAGE GUIDELINES

6

TYPE STYLE EXAMPLES

Below are examples of type styles which would generally be considered acceptable. All letters are shown at the same point size which gives an indication of the amount of relative space that each will require.

Arial**Book Antiqua***Book Antiqua Italic**Brush Script***Calisto****Century Schoolbook****ENGRAVERS****Footlight****Garamond****Goudy Old Style****Helvetica****Humanist 521 BT****Lucida Bright****Lucida Sans***Monotype Corsiva***Perpetua****Souvenir Lt BT****Times New Roman***Viner Hand ITC***Zaph Humanist BT****6.1.4 Avoid excessive wording and advertising messages**

Signs are most effective when their messages can be grasped quickly. Too many words or images compete for attention and reduce the readability of the sign.

6.1.5 Use no more than two letter font types per sign

The primary purpose of a sign is to quickly convey information to passing pedestrians and motorists. More than two letter styles make readability more difficult. A simple logo with an additional type style may be considered.

6.1.6 Keep the size of letters and graphics in proportion to overall sign area

Text and graphics are difficult to read if they crowd the borders of the sign. Smaller letters with space around them will have more impact than larger letters with limited space around them.

Generally limit the width and height of lettering and graphics to 85% of the overall sign width and 65% of the height of the sign area. Information, such as graphic logos, may be closer to borders if a significant amount of background is provided for the sign as a whole. A good rule of thumb is to limit the amount of sign information to no more than 50 to 55% of the overall sign area.

**6.1.7 Use high quality materials**

Appropriate materials include finished wood, metal, and for projecting banner signs, woven fabric. Plastic sign materials and signs painted directly onto building surfaces will not be allowed.

The sign materials and design should be related to those of the building on which it is mounted, and all sign edges must be cleanly finished.

6.1.8 Use simple and symmetrical sign shapes

Geometrical shapes such as rectangles, squares, circles, ovals and triangles are visually stable shapes which help focus attention on the sign message. These should be used in almost all cases. Combinations of geometric shapes will also generally produce a good sign shape.

6

6.1.9 Use relatively slender type styles

Slender letter styles are encouraged over fat or block styles to improve readability, and avoid a cumbersome appearance. Some examples of readable letter styles are shown in the side bar on the previous page.

6.2 WALL SIGNS

Wall signs are panels or individual letters mounted flat against and parallel to a building wall or roof fascia

6.2.1 Limit sign information

Generally, limit sign information to the business name. Graphic logos, date of building construction, address, and other elements may be allowed at the discretion of the Town.

6.2.2 Place signs within a clean Signable Area

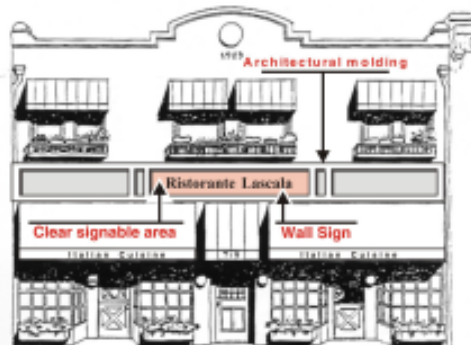
a) The *Signable Area* should:

- Be relatively flat
- Not contain doors or windows
- Not include projecting molding or trim
- Be in reasonable proportion to the overall facade

The Signable area should generally not exceed 15% of the building facade

b) If a building does not have a good location for a wall sign, use other allowed types such as awning, window, or projecting signs.

c) Sign dimensions and coverage within the Signable Area should conform to Guideline 6.1.8



Signable Area

SIGN LETTER SIZE

The messages of effective signs need to be easily read and understood by passing motorists and pedestrians. A number of factors including distance from the sign, speed of travel, letter-to-background contrast, and the number and nature of nearby competing signs contribute to the "readability" of a sign.

The signage industry generally recognizes a standard of 1 inch of letter height for every 40 feet to 50 feet of viewing distance. This size factor may be increased by up to 10% for higher speed streets where businesses are strongly auto oriented.

Maximum letter heights are included in these guidelines for each sign type. In some cases, the maximum letter height may be too large for the surrounding environment and existing signs. In other special circumstances, the maximum letter size may not provide adequate business signage.

For the purpose of evaluating appropriate sign size, the Town will consider the normal sign viewing distances, the general nature of the street (e.g., width and traffic speed), and the size of other existing signs in the area,

SIGNAGE GUIDELINES

6



Individual interior illuminated letters are acceptable on Los Gatos Blvd., and in areas of District C-1 when not directly visible from nearby residences



Exterior illuminated wall signs are allowed in all districts



Sign board/panel example

6.2.3 Use sign materials which project slightly from the face of the building.

- Use either individually applied letters to the face of the wall, or apply sign letters to a board or panel mounted on the wall face.
- Do not paint signs directly onto wall surfaces.

6.2.4 Provide sign illumination appropriate to the district

- Interior illuminated *can signs* which include multiple letters within a single sign enclosure will not be allowed for any Wall Sign.



Interior illuminated can signs are not allowed

- Interior illuminated individual letters may be used only in the following areas and under the following conditions:

- District C-1 only in locations not directly visible from nearby residences
- District C-2B only for signs facing Los Gatos/ Saratoga Road
- District C-2C
- Los Gatos Boulevard

- Exterior illumination with shielded spot lights should be used for wall signs in the following areas:

- District C-1 when signs are directly visible from nearby residences
- District C-2 A
- District C-2 B
- LM District

- Sign copy and graphics applied to a board or panel may consist of any of the following:

- Individual letters and graphics of wood, metal or similar materials

6

- Individual letters and graphics carved into the surface of a wood panel
 - Letters and graphics painted directly onto the surface of the panel
- e) Neon wall signs may be allowed, but will be evaluated on a case-by-case basis.
- f) Conceal all sign and sign lighting raceways and other connections.

6.2.5 Maximum letter height

Sign height and width should be appropriate to the building on which it is placed and the distance of the sign from fronting streets. Generally, wall sign letter heights should not exceed the following:

C-1 District: 12 inches

C-2 District: 12 inches

LM District: 12 inches

Los Gatos Boulevard: 18 inches

Exception: Auto dealership wall signage will be considered in the context of the overall Signage Program

6.2.6 Relate sign colors to building colors

Select wall sign colors to blend with the building and storefront colors. Select from color ranges which are analogous and complementary to them.

Corporate branding colors will be considered, but will not be automatically approved if they are considered out of place with the building or the surrounding environment. The use of toned down colors in the same hue family may be required in place of brighter standard corporate colors.



Subdued wall signage for well known restaurant



Examples of restrained corporate wall signage



Green-blue sign color is a complementary color to the red tones of the wall shingles

SIGNAGE GUIDELINES

6

6.3 AWNING SIGNS

Awning signs consist of letters and graphics applied directly to the face or valence of awnings. Awning signs are often used effectively in combination with window signs.

6.3.1 Place signs for easy visibility

Apply signs to awning front valences (i.e., the flat vertical surface of awnings) or to sloped awning faces with a slope of at least 2 to 1.

6.3.2 Limit the signage information on awnings

Since awning signs will often be viewed from passing vehicles, the amount of information which can be effectively conveyed is limited. Keeping sign text short will allow viewers to better comprehend and remember the message.

- a) Generally, limit awning signs to the business name, business logo, services or type of business (e.g., French Cuisine), and/or the business address number.
- b) Limit the size of logos or text placed on awning sloped faces to a maximum of 15% of the sloped surface areas.
- c) Limit sign width on awning valences to a maximum of 85% of the awning width. Limit the letter height to a maximum of 80% of the valence height.

6.3.3 Avoid interior illuminated awnings

Backlit awnings that make the entire awning a large sign will not be allowed. Signage on the awning's sloped face may be illuminated by shielded and attractive directional spot lights.

**6.4 WINDOW SIGNS**

Window signs are primarily oriented to passing pedestrians, and are generally applied to the inside of display windows.

6.4.1 Limit the amount of signage used

Window signs should be limited to a maximum of 25% of any individual window, and an aggregate area of no more than 10% of all ground floor windows on any building face.

6

6.4.2 Limit the size of lettering

The maximum height of letters should be 10 inches. Exceptions may be granted for the leading capital letter of text as shown in the Rockridge Cafe sign shown to the right.

6.4.3 Consider the use of logos and creative sign type

Graphic logos and images along with special text formats can add personality and interest to window signs.

6.4.4 Use high quality materials and application methods

Limit window sign materials to the following:

- Paint or vinyl film applied directly to the inside face of the window
- Tubular neon suspended behind the window glass
- Wood or metal panels with applied lettering
- Paper signs placed in windows are not allowed.

**6.5 PROJECTING SIGNS**

Projecting signs are relatively flat, two-sided solid panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. They often include graphic images in addition to text, and express the unique personality of an individual business.

6.5.1 Use high quality materials

Use wood, metal or non-glossy fabrics. Avoid plastics.

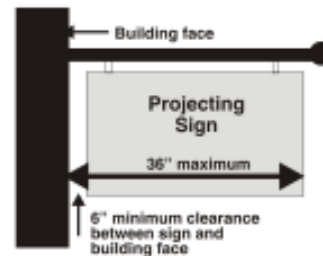


SIGNAGE GUIDELINES

6

**6.5.2 Limit the number and size of projecting signs**

- Use no more than one projecting sign per business frontage.
- Limit the size of any projecting sign to five square feet.
- Project signs no more than 36 inches from the building face, and provide at least 6 inches between the inside edge of the sign and the building.

**6.5.3 Relate the design of projecting signs and supports to the character of the building**

Simple round or square horizontal supports with capped ends, painted black or white, are generally acceptable. However, more decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building.

6.5.4 Position projecting signs to complement the building's architectural details

Locate solid panel signs below the first floor ceiling line, or no more than 14 feet above the sidewalk, whichever is less. Provide at least 9 feet from the bottom of projecting signs to the ground in pedestrian areas and 14 feet in areas with vehicular traffic.



6

6.5.5 Provide sign lighting only with shielded spotlights

- a) Utilize high quality fixtures such as cylinder spots or decorative fixtures. Avoid exposed standard spot and flood light bulbs.
- b) Design light supports to complement the design of the sign and building facade.

**6.6 HANGING SIGNS**

Hanging signs are relatively flat panels, generally two-sided, which are similar to projecting signs, but are smaller and suspended below awnings, bay windows, balconies, and similar projections. They are intended primarily for business identification to pedestrians passing on the sidewalk.

6.6.1 Use high quality materials

Use wood or metal and avoid shiny plastic or fabric. Finish all exposed edges. Suspend signs with metal rods, small scale chain, cable, or hooks.

6.6.2 Limit the number and size of hanging signs

Use no more than one hanging sign per business. Limit the maximum sign size to 3 square feet. Mount signs to provide a minimum of 9 feet clearance between the sign and the sidewalk.

6.6.3 Orient hanging signs to pedestrian traffic

Mount signs under awnings, bay windows or other projections with their orientation perpendicular to the building face so that they will be visible to pedestrians passing on the sidewalk. If multiple hanging signs are placed along a business frontage, they should all be mounted with their bottom edge the same distance above the sidewalk, and should be of a similar size and shape.



SIGNAGE GUIDELINES

6

6.7 PLAQUE SIGNS

Plaque signs are pedestrian-oriented flat panels mounted to wall surfaces near the entry to a business. They include signs that identify a specific business, directory signs for multiple businesses, and menu boxes for restaurants.

6.7.1 Limit the location and size of plaque signs

Locate signs only on wall surfaces adjacent to tenant entries or entry passageways to off-street courtyards. Signs identifying a single business should be limited to an area of 4 square feet. Directory signs for the identification of multiple second floor or courtyard tenants may be larger, but no more than 8 square feet in area.

6.7.2 Use plaque signs for the display of restaurant menus

A restaurant district is enhanced when a variety of restaurants share the area and customers are able to walk from one to the next to compare menus and prices. Attractive menu boxes with lighting assist in this process. Menu signs or boxes should not exceed 6 square feet in area, and should have internal indirect lighting (e.g., bulbs located in the frame to cast direct light over the menu surface) or direct lighting using decorative fixtures.

**6.8 GROUND SIGNS**

Primary Ground Signs are low signs that assist motorists in finding businesses along auto-oriented streets where businesses are separated from the street front by parking or large landscaped setbacks. Informational and Directional Ground Signs are smaller signs that assist motorists in safely exiting from moving traffic lanes to on-site uses in projects with multiple entries.

6.8.1 District Limitations

- a) Ground signs are allowed only in the following areas:
- C-1 District
 - LM District
 - Los Gatos Boulevard

SIGNAGE GUIDELINES

6

b) Ground signs may be considered on a case-by-case basis in the C-2 District, generally for larger or multi-business projects facing Los Gatos/Saratoga Road, or projects south of Main Street with frontage on Santa Cruz Avenue.

6.8.2 Limit the information on each sign

a) Ground signs should generally be limited to the following information:

- Project or primary business identification name and/or logo
- Address number (strongly encouraged)

b) Multi-tenant ground signs are strongly discouraged. However, the display of up to three tenants may be considered for small ground signs so long as the sign and background color is common throughout, and the type style and logo colors of each tenant are the same.

c) The inclusion of services and products offered should not be included on ground signs.



Example of corporate signage designed to address local conditions and design standards

6.8.3 Locate signs for easy visibility from passing vehicles

- a) Locate signs within 10 feet of the front property line.
- b) Avoid blocking any vehicular or pedestrian sight lines which might result in safety problems.



SIGNAGE GUIDELINES

6



Ground signs that are unique to the business or the architecture of the building, and that incorporate special landscaping may be particularly suited to Los Gatos

6.8.4 Limit the number, type and size of ground signs

- a) Only one project or tenant identification sign is allowed for each development parcel street frontage.
- b) The height and sign area per face for Primary Ground Signs should be appropriate to the District in which the sign is located.

| | | | |
|----------------------|-----------------|----|----------|
| • C-1 District: | Maximum Area: | 20 | sq. feet |
| | Maximum height: | 7 | feet * |
| • C-2 District: | Maximum Area: | 16 | sq. feet |
| | Maximum height: | 7 | feet * |
| • LM District: | Maximum Area: | 20 | sq. feet |
| | Maximum height: | 7 | feet * |
| • Los Gatos Blvd. | Maximum Area: | 20 | sq. feet |
| | Maximum height: | 7 | feet |

** Lower ground sign heights than these Sign Code maximums are generally desirable in these districts*

- c) Directional Signs are limited to a maximum area of 6 square feet, and only allowed on arterial streets. One per entrance or exit will be allowed (see Sign Code 29.10.130.)

6.8.5 Lighting

- a) Lighting for ground signs must be by direct spot-light illumination from fixtures mounted either at the top of the sign or on the ground below the sign. Fixtures must be shielded to avoid direct view of the bulbs.

6.8.6 Material

- a) All ground signs, including price signs for service stations, shall be constructed of matt finish nonreflective materials.

6

6.9 FREESTANDING SIGNS

Freestanding Signs are ground-mounted signs that emphasize business brand identity.

6.9.1 Use Limitations

- a) Freestanding signs will be allowed only for auto dealerships on or near Los Gatos Boulevard.

6.9.2 Size Limitations

- a) Maximum Sign Area and Height:
- 125 sq. feet / 25 feet high for first sign
 - 75 sq. feet / 20 feet high for any additional approved freestanding sign

The intent of these guidelines is to maintain a vertical proportion for all Freestanding Signs similar to the examples shown on this page. Signs with heights lower than the maximum allowed should generally be reduced in area.

6.9.3 Information Limitations

- a) Sign information should be limited to the following:
- Auto brand name and/or logo
 - Special dealer recognition (e.g., *Gold Medal Dealership*)

6.9.4 Sign Bases

- a) Open sign bases, as shown on the Mercedes Benz sign to the right, are preferred to minimize the visual bulk of freestanding signs.
- b) Solid bases will be considered if their width and height are minimized as shown in the Volvo example to the right and the BMW example below.

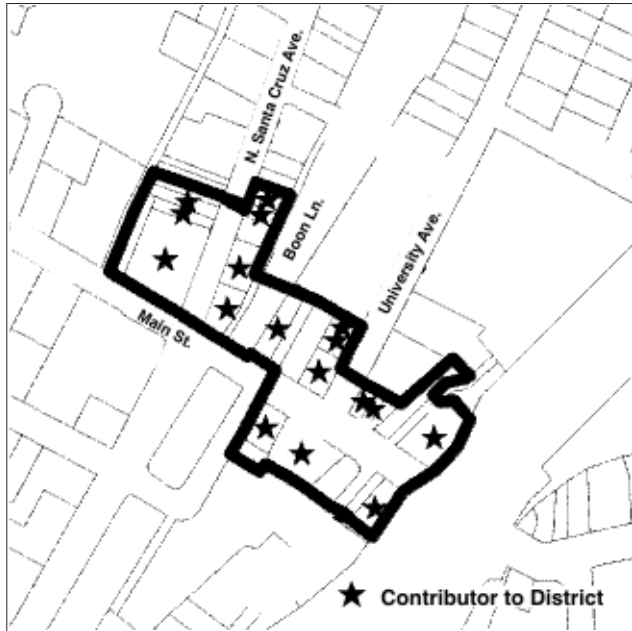


APPENDIX A

Historic Commercial District

ORDINANCE 1843

**AN ORDINANCE OF THE TOWN OF LOS GATOS
AMENDING THE ZONING ORDINANCE
AFFECTING ZONE CHANGE NO. 84 FROM C-2
AND C-2-LHP TO C-2-LHP
(LOS GATOS HISTORIC COMMERCIAL DISTRICT)**



**THE TOWN COUNCIL OF THE TOWN OF LOS GATOS
ORDAINS:**

SECTION I.

The district delineated on the attached map is hereby designated historically and culturally significant as the Downtown Commercial Historic District HD-91-1.

SECTION II.

The district is designated to be historically, architecturally, or aesthetically significant for the reasons listed below:

A. Property: Downtown Commercial Historic District Boundaries:

North - Elm Street/Old Town Parking Lot

South - Main Street

East - Los Gatos Creek

West - North Santa Cruz Avenue

(See Map - Exhibit A)

B. Historic designation no.: HD-91-1

C. Description of designation: District

D. Description of characteristics which justify the designation:

Historical:

Los Gatos' only surviving concentration of reasonably intact historic commercial buildings, the district includes the Town's earliest commercial intersection

and half of the 19th century commercial center. Important businesses, institutions and civic leaders were all located here. It continues to be a lively commercial center, and an important component of the Town.

Architecture:

Styles from Queen Anne and Richardsonian Romanesque, through most of the intervening modes, to Art Deco, all in typical commercial versions with large display windows. Bulk and scale continuity are good; nothing exceeds two-stories, and many buildings are single-story. Most buildings front directly on the sidewalk.

E. Standards for review of new commercial structures and all exterior remodels and additions as required by Section 4.86.180 are as follows:

1. **Contributing Buildings:** Buildings which contribute to the district should not be demolished except under exceptional circumstances. Their historic appearance should be maintained, and remodelings should either maintain the existing extent of departure from the documented historic appearance, or shall make the appearance closer to the documented one; remodelings shall not increase the extent of departure from an appearance which can be documented in historic photos (over 50 years old) or similar records.
2. **Setbacks:** Since the historic buildings have no setbacks from the sidewalks on North Santa Cruz Avenue or West Main Street, no new setbacks on these streets will be permitted, either of whole structures or of parts of buildings, except for entrances. However, new upper story additions may be set back to conceal them from view and/or to differentiate them from the historic building.
3. **Heights and Proportions:** Heights and proportions of additions and alterations should be compatible with those of existing structures. New construction should maintain the existing scale and character through compatible design and attention to detail.
4. **Building Facades:** Protected elements include cladding, transoms, parapets, splash panels, display and other windows, entrance vestibules if any, historic tilework, and other detailing.

APPENDIX A

Historic Commercial District

5. Siding: The historic siding should be maintained on all sides of the historic buildings, and it should be matched in repair or rehabilitation. Preferred materials for siding on new construction or additions are stucco or brick, but a single material on all elevations of the buildings. When cleaning is necessary for brick or other masonry, the gentlest means possible should be used; sandblasting will not be permitted because it accelerates deterioration of the building by letting in water.

6. Building Materials: The original materials shall be matched as closely as possible when rehabilitating a structure. Modern materials such as plastics, or aluminum are discouraged.

7. Roofs: Roofs should be concealed behind parapets. The ends of gable roof should not be visible.

8. Windows and Doors: Existing historic windows and doors should be retained where possible; if not possible, they should be replicated in kind. The preferred material for doors and windows (except the large display windows) is wood; plastic materials should not be used in place of glass, but glass block may be approved if individual circumstances warrant it. For new construction and additions, windows should be compatible with their surroundings in proportions, size, type, subdivisions, and materials. Transom windows above display windows should be maintained and/or restored; they are encouraged in new construction.

9. Detailing: Historic detailing such as patterned brickwork, cornices, ceramic tile pentroofs, decorative splash panels, molded or bas relief ornament, columns and pilasters should be retained or, if necessary, replicated in kind. New construction may use detailing to creation compatible scale.

10. Color: Brick or stone that is currently unpainted shall not be painted over. Colors should be appropriate to the style and period of the building.

11. Pavement: Historic tilework or mosaic in entrance vestibules should be maintained. Sidewalks should meet Town standards.

12. Other Features: Awnings and other features should be compatible with those on other struc-

tures in the district, especially with those on structures nearby.

13. Relation to other codes and guidelines: Nothing in this ordinance shall lessen the requirements of other zoning ordinances or guidelines. Where there is a conflict, the stricter provision shall prevail.

F. Street Furniture

1. Existing electroliers and light standards shall be maintained.

2. Any additions or changes to street furniture shall be compatible with the building style and are subject to Architecture and Site Application approval.

G. All structures (including accessory buildings) included in the district are regulated by this ordinance and subject to all of the provisions of Chapter 4.86 of the Zoning Ordinance. However, the permit requirements of Section 4.86.120 only apply to work which is considered a material change. A material change is any exterior alteration for which a building permit is required.

SIGNIFICANT STRUCTURES:

Sorenson Plumbing - 21-23 West Main Street

A one-story wood frame building in Mission Revival style, constructed in 1906. In 1941 the property was purchased by Mr. Sorenson when the government forced him to move his plumbing business out of the Foothill Hotel which was then located across the street. Sorenson Plumbing has been here ever since.

Fretwell Building - 88-98 West Main Street at University Avenue

This Romanesque Revival style building is a one-story imitation stone faced reinforced concrete structure. It is a good example of early heavy reinforced concrete construction. The building was constructed in 1907. The fine detailing of the concrete facade really looks like stone and the storefronts remain basically unchanged. The First National Bank of Los Gatos occupied the building from 1912-1918.3

Rankin Block (Montebello Building) - 123-149 West Main Street

This two-story stucco faced brick commercial building is another example of Mission Revival style architecture. Although two curvilinear parapets have been removed, and the storefronts and applied relief ornamentation on the upper floor have been modified, the building is an important visual anchor for the district. It re-

APPENDIX A

Historic Commercial District

tains the historic tile hip-roofed towers, exterior stucco, fenestration, ornamental window mullions, corner entrance, brick pilasters, vertical divisions, entrance and hallways for the upstairs. The building was constructed in 1902 following the October 13, 1901 fire. The Post Office was located here from 1917-1948, and from 1932 to the October 17, 1989 earthquake the Chamber of Commerce occupied a portion of the building.

First National Bank Building - 170 West Main Street

A fine example of Renaissance Revival style architecture, this tall one-story building was constructed in 1920 and was occupied by The First National Bank of Los Gatos until 1955. The lunettes over four windows contain bas relief sculptures of Franciscan Missions.

Bank of America Building - 198 West Main Street

This stucco faced two-story reinforced concrete building was constructed in 1931-32. The Art Deco style building was occupied by Bank of America until 1963. It was one of the earliest new buildings constructed for the bank after the name changed from Bank of Italy to Bank of America, and includes an enframed window wall composition and a fine zigzag frieze under the ceramic tile roof.

Hofstra Block (La Canada Building) - 1-17 North Santa Cruz Avenue

Located at the corner of North Santa Cruz Avenue and West Main Street, this building was originally constructed as three partywall structures. The northern most section and the first floor of the center portion were built in 1891. The southern portion was added in 1895, and the second story was added on to the center portion in 1905. A circular bay window with a witch-hat roof projects out from the corner of the building. The structure was remodeled in 1947, 1972, 1976, and following the 1989 Loma Prieta Earthquake, but the building's essential character has remained.

Bogart Block (Woodmen's Hall) - 18-20 North Santa Cruz Avenue

Constructed in 1907, this two-story reinforced concrete building has Classical Revival ornamentation including rusticated plasters, a modillioned cornice, paneled parapet and arc headed second story windows. The upstairs was at one time the meeting place for the Woodmen of the World. The second story separated from the first floor in the 1989 Loma Prieta Earthquake, but was set back together and strengthened without changing the historic appearance.

Templeman Hardware Store - 24 North Santa Cruz Avenue

A one-story reinforced concrete building in Mission Revival Style with a combed brick parapet, molded accent blocks and green marble splash panels. Arthur W. Templeman had a hardware store here from the time the building was constructed in about 1921 until 1966.

Libante's Gem City French Laundry - 11 University Avenue

One of Los Gatos' best examples of Art Deco style, this small stucco faced building was constructed in 1934 for Jacques Libante. The structure was built in the rear yard of the Libante residence, the River Rock Bungalow at 15 University Avenue, and was used for a French hand laundry into the 1960's.

Charles Warner River Rock Bungalow - 15 University Avenue

This is the only residential structure included in the district. Constructed in the 1920's, the exterior of the one-story bungalow is composed entirely of rounded rock obtained from Los Gatos Creek. The original owner, Charles Wagner, had a barber shop on West Main Street, and Mrs. Alice Wagner conducted her professional photography business here. In the 1930's the owner of the laundry at 11 University Avenue resided in the house.

SECTION III.

This Ordinance shall rescind Historic Designation HD-73-3, Section 2 of Ordinance 1145, and HD-76-2, Section 2 of Ordinance 1354.

SECTION IV.

This Ordinance was introduced at a regular meeting of the Town Council of the Town of Los Gatos on April 1, 1991 and adopted by the following vote as an ordinance of the Town of Los Gatos at a regular meeting of the Town Council on April 15, 1991.

COUNCIL MEMBERS:

AYES: Randy Attaway, Steven Blanton, and Mayor Brent N. Ventura

NAYS: None

ABSENT: None

ABSTAIN: Joanne Benjamin, and Eric D. Carlson

SIGNED: /s/ Brent N. Ventura
Mayor of the Town of Los Gatos, California

ATTEST: /s/ Marian Y. Cosgrove
Clerk of the Town of Los Gatos, California

APPENDIX A

Historic Commercial District

Properties Included in this District:

Address

Owner

Approximate Construction Date

Style

*Non-contributing property.

1-17 N. Santa Cruz

James and Louise B. Farwell
1894

Queen Anne

6-8 N. Santa Cruz

Rose Taormina
1931

Mission Revival

10-16 N. Santa Cruz (new)*

Michael J., Thomas M. & Timothy C. Bonasera
1970's

Modern

18-20 N. Santa Cruz

Sky Properties
1910's

Classical Revival

19 N. Santa Cruz

Randall D. Reedy
1920's

Mission Revival

21 N. Santa Cruz

Crall Estate

1910's

Classical Revival

24 N. Santa Cruz

Larry J. Arzie et al
1920's

Mission Revival

11-15 University

Theresa Libante
1920's

River Rock Bungalow

14 W. Main

Frank G. & Carol Borgardt et al
1904

Classical Revival

21-23 W. Main

Eleanor L. Sorenson
1901

Mission Revival

25 W. Main

Paul W. Chamberlain & Carol Kasaban
1901

Commercial

33-35 W. Main*

Charles J. & Jo J. Conover
1988

Post Modern

50 W. Main (parking)*

Charles & Constance Beretold

————
Mission Revival

65-117 W. Main*

James & Louise B. Farwell
1902

Googie

78 W. Main

Joreta Sondrol & Britt Fernandez
1901

Colonial Revival

88 W. Main

Charles & Constance Beretold
1902

Richardsonian

100-130 W. Main (remodeled)*

Jane Summers Trustee
1901

Tudor Revival

131 W. Main

Phillip L. Scott
1908

Mission Revival

140 W. Main (ext. remodeled)*

Paul J. & Linda E. Dorsa
1901

150 W. Main (remodeled)*

Nino Gallo Trustee et al
1910

Victorian Revival

160 W. Main

Robert L. & Muriel J. Brouwer
1920

Renaissance Revival

180 W. Main (parking)*

Town of Los Gatos

198 W. Main

Dennis Berry
1931

Art Deco

APPENDIX B

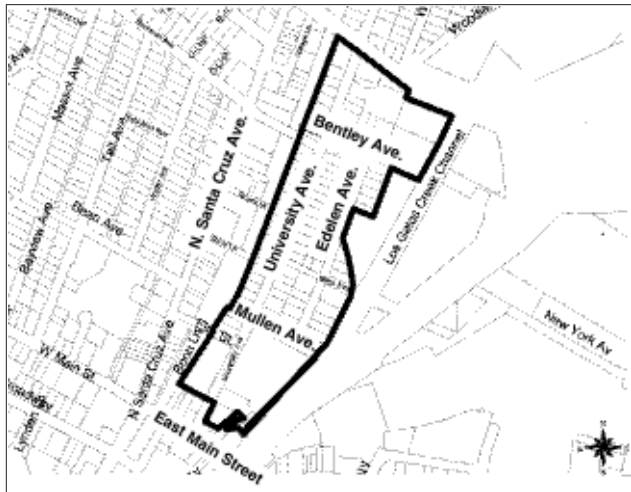
University/Edelen Historic District

ORDINANCE 1920

ORDINANCE OF THE TOWN OF LOS GATOS

AMENDING ORDINANCE NO. 1844 RELATING TO THE MODIFICATION OF THE DEVELOPMENT STANDARDS WHICH EFFECTED

ZONE CHANGE NO. 88 (UNIVERSITY/EDELEN HISTORIC DISTRICT)



The Town Council of the Town of Los Gatos does hereby ordain:

SECTION I

The district delineated on the attached map is hereby designated historically and culturally significant as the University/Edelen Historic District HD-86-1B.

SECTION II

The district is designated to be historically, architecturally, or aesthetically significant for the reasons listed below:

- A. Property:
University/Edelen District Boundaries:
North - Saratoga Avenue
South - Main Street
East - Los Gatos Creek
West - Old Southern Pacific Railroad
(see map - Exhibit A)
- B. Historic Designation HD-86-1B
- C. Description of Designation: District
- D. Description of Characteristics which justify designation:

Historical:

The University/Edelen area was originally part of the Mason Tract. In September 1880, the area was subdivided into five parcels ranging from 6.75 acres to 10 acres. These parcels were further subdivided and became the Miles/Edelen Subdivision (The Vineyard Lots), the Hagerty Subdivision, the Quick

Subdivision, the Bentley/Pierce Subdivision and the Engrish Subdivision which created the lots forming the University/Edelen Area. These subdivisions predated the turn of the century.

Architecture:

Victorian is predominant architecture, including informal wood frame cottages and impressive homes, intermixed with Craftsman/Bungalow style cottages built somewhat later. Also present in smaller numbers are Colonial Revival. Contributing structures are both residential and commercial. Individual architectural distinction is not as important in a historic district as the neighborhood entity created. The University/Edelen district has easily identifiable boundaries which add to its perception as a distinct neighborhood.

SIGNIFICANT RESIDENTIAL STRUCTURES:

Harry Perrin Home - 315 University Avenue: This house is estimated to have been built in 1895. The original owners were Harry and Theresa Perrin. Mr. Perrin was a brick mason and contractor and built the house with his own hands for his bride. They sold the house in 1906. Mr. Perrin later constructed the revetments for the Presidio of San Francisco. The house has been called "Honeymoon House." The home is an excellent example of romanesque style architecture.

In 1972 a major remodeling job was redone under the direction of Boris and Nancy Baranowski. The interior was redone and made into law offices. In 1989 the structure was significantly damaged by the earthquake and in 1990 the building underwent major repair and the seismic retrofit was completed in 1991 by VSL Corporation.

Miles House (Los Gatos Museum Restoration Award, 1971), 130 Edelen: This Queen Anne, two-story Victorian was built by contractor-land developer O. E. Miles in 1886. The house was converted to a duplex in 1932 and was then reverted to a single-family house in 1963. The home was used as a movie set for the 1970 Orson Wells movie "The Toy Factory."

Skinkle House, 129 Edelen: This Queen Anne, two-story Victorian was built by pharmacist A. Skinkle, Jr., in 1890. He was co-owner of Watkins Skinkle Drug Store on Main Street and Santa Cruz Avenue. Skinkle was president, in 1895, of the Board of Trade (forerunner to the Chamber of Commerce).

APPENDIX B

University/Edelen Historic District

CONTRIBUTORS TO DISTRICT

| <u>Street Address</u> | <u>Estimated Date of Construction</u> |
|-----------------------|---------------------------------------|
| 91 Bentley | 1910s |
| 107 Edelen | 1890s |
| 110 Edelen | 1930-50s |
| 114 Edelen | 20th century |
| 117 Edelen | 19th century |
| 124 Edelen | 1900s |
| 217 Edelen | 19th century |
| 219 Edelen | 1920s |
| 233 Edelen | 1890s |
| 239 Edelen | 1890s |
| 252 Edelen | 1910s |
| 255 Edelen | 1920s |
| 258 Edelen | 1920s |
| 68 Miles | 1920s |
| 72 Miles | 1890s |
| 40 University | 1901 |
| 112 University | 1930s |
| 123 University | 1900s |
| 205 University | 1900s |
| 210 University | 1920s |
| 217 University | 1910s |
| 229 University | N/A |
| 230 University | 1920s |
| 241 University | 1930s |
| 242 University | 1860s |
| 245 University | 1930s |
| 250 University | 1920s |
| 251 University | 1930s |
| 254 University | 1890s |
| 266 University | 1890s |
| 313 University | 1920s |
| 324 University | 1920s |
| 326 University | 1920s |
| 327 University | 1890s |
| 329 University | 1920s |
| 330 University | 1900s |
| 333 University | 1910s |
| 259 University | 1940s |
| 111 Edelen | 1880-90s |
| 118 Edelen | 1890s |
| 129 Edelen | 1890s |
| 130 Edelen | 1886 |
| 260 Edelen | 1880s |
| 115 University | 1910s |
| 118 University | 1880s , |
| 122 University | 1870-80's |
| 126 University | 1880s |
| 128 University | 1890s |

*Source : Historic Inventory
Survey conducted by Anne
Bloomfield.*

| <u>Street Address</u> | <u>Estimated Date of Construction</u> |
|-----------------------|---------------------------------------|
| 201 University | 1890s |
| 202 University | 1870s |
| 215 University | 1880-90s |
| 221 University | 1920s |
| 231 University | 1930s |
| 232 University | 1920s |
| 237 University | 1880s |
| 256 University | 1880s |
| 262 University | 1890s |
| 301 University | 1910s |
| 303 University | 1910s |
| 315 University | c.1895 |
| 321 University | 1890s |
| 350 University | N/A |
| 611 University | 1950s |

SIGNIFICANT COMMERCIAL STRUCTURES:

Old Town - 50 University Avenue: The most popular commercial structure in the Historic District are located at Old Town (formerly the University Avenue School and Auditorium). The property was a school site from 1881 to 1964. At one time (1893-1908), the site included both a grammar school and high school. Although the structures have been remodeled over time, they still maintain the historic character and charm of the old school site.

The first school opened on August 8, 1881. The structure was added to in 1885 and an addition for a high school was constructed in 1893. A final addition was constructed in 1916.

The old building was demolished and a new one built in 1923. The original two-floor school built in 1923 was modeled after the early California-Spanish mission of San Juan Capistrano. The school was abandoned in 1961. The property was sold in 1964 and converted into a Fine Arts Center housing more than 50 shops and restaurants the school auditorium and was the home of California Actors Theater and other performance groups until 1982. Today, the stripped Spanish Colonial Revival stucco schoolhouse has been reconstructed to work neatly as a shopping center in the woodsy contemporary style. The result is a complex and pleasing design, curiously recalling the Monterey Colonial Revival. The school auditorium/theater remains available for theatrical performances and cultural events.

E. Description of particular features subject to preservation in addition to items covered under Section

APPENDIX B

University/Edelen Historic District

4.86.120 of the Zoning Ordinance are as follows:

1. Date stamps in concrete sidewalks.
2. All existing picket and ornate wire fences, rock walls and front yard concrete walls shall be repaired and retained.

SECTION III

The intent and purpose of this section is to preserve and protect the 'Town of Los Gatos' historic heritage, neighborhoods, streetscapes, and districts.

A. Demolitions:

Demolition of any contributing structure is forbidden absent a cataclysmic event or upon determination by the deciding body that demolition is necessary for the proper restoration of the structure. In the event of demolition as a result of a cataclysmic event, the structure shall be reconstructed to match the structure existing immediately prior to the cataclysmic event or a previous structure on that site.

B. Remodels or Additions:

1. Standards for review as required by Section 29.80.290 of the Town Code as follows:

a) Architectural Review: Modification of the existing style or overall design of a contributing structure in the district is prohibited. A non-contributing structure may be remodeled into the architectural style and design of a contributing structure in the district (see list of contributors in Section II and Section III, C. herein). New architectural features may be added to the protected exterior facade only upon a demonstration by the applicant proving consistency with the existing architectural style and design as determined by the deciding body. Any proposed new architectural features must be proven to demonstrate architectural excellence, as well as be stylistically accurate and must clearly enhance the existing architectural style and design of the structure. Any uncertainty by the deciding body regarding the consistency, excellence or enhancement of the proposed new features to the existing structure must be resolved by the deciding body against the applicant.

b) Contributing Structures: The structures identified herein as contributors to the district have been determined to be historically, architecturally or culturally significant.

Great care and scrutiny is required to properly remodel or add on to any of the contributing structures so that the structure's historic or architectural integrity is preserved and not destroyed or damaged in the remodeling or addition process (see Section III, A. herein regarding demolitions). The following provisions are guidelines and requirements for the proper historic rehabilitation and alteration of a contributing structure.

c) Non-Contributing Structures: A non-contributing structure, if not rehabilitated into a contributing style or design as provided herein, should be remodeled or expanded consistent with its existing architectural style and design. Introduction of entirely new architectural styles (i.e. other than Victorian, Craftsman/Bungalow, Mission Revival/Mediterranean) is prohibited.

2. Restoration/Rehabilitation Guidelines

a) General Guidelines: All protected elements as described in Section III, B.2.(e) herein, of the existing exterior facade must be maintained. Any alteration of or addition to an existing structure shall incorporate and continue the same style patterns and design on the new construction as is on the existing, and also incorporate and continue in a consistent manner the protected exterior elements. Original, existing, protected exterior elements shall be repaired and reused whenever possible. When an addition or remodel requires the use of newly constructed exterior elements, they must be identical in size, dimension, shape and location, and must use the same materials as the existing protected exterior elements (except as provided in Section III, B.2.(e)).

b) Front yard setbacks: The prevalent front setback for existing houses is 15 feet. Front yard setbacks for new construction may be increased or decreased in accordance with the prevailing setback on the block. (reference Section 29.40.050 and 29.40.055 of the Town Code, note these sections only apply to front yards, not side, rear or side yards abutting streets.)

c) Heights and proportions: Heights and

APPENDIX B

University/Edelen Historic District

proportions of additions and alterations shall be consistent with and continue the original architectural style and design. All exterior elements including, but not limited to, rooflines, porches, doorways, windows, trim and siding shall be consistent with and continue the original architectural style and design. New construction should maintain the existing scale and character through compatible design and attention to detail. The height and proportion of an addition or a second story shall not dominate the original structure.

d) Building Materials: Use of natural/ original construction materials (e.g., real wood siding, rock, brick, shingles, plaster) matching and consistent with existing materials is required. Composite, synthetic, metal, vinyl, plastic or fabricated/ imitation wood products, painted brick or imitation used brick are prohibited. New materials shall identically match original materials in shape, size, dimension, texture and pattern. (metal used as flashing, screening, gutters, and utility services and other traditional elements are acceptable). Upon a demonstration of hardship by the applicant, the decision making body may approve an acceptable alternative to the original building material if use of the original material is unfeasible due to unreasonable cost and commercial availability, or health and safety considerations.

e) Protected Exterior Elements: The protected exterior elements of a structure include all elements on the building's facades and roof; however, minor structural alterations (e.g., addition of windows, doors, skylights, porches or decks) not visible from the public right-of-way are exempted from the provisions of this ordinance. Except for those minor alternations not visible from the public right-of-way, the protected exterior elements are defined to include, but are not limited to, doors, windows, glass, porches, posts, railings, stairways, cupolas, gables, bay windows, widows' walks, arbors, siding, chimneys, towers, turrets, trim, mouldings, corbels, plaster features, rock walls, picket fences, shingles, roof lines, eaves

and overhangs, colors, gingerbread, shingle siding, tiles, wrought iron and other decorative materials. Other exterior elements of a particular building may be protected as determined by the deciding body. Consistent with these requirements, further specifications regarding particular protected elements is provided as follows:

(1) Doors: Original doors should be retained and restored. New replacement doors for Victorians should not be flush, but of raised or flat panel design. Front doors generally should be painted not stained (not applicable to Mission Revival/ Mediterranean style structures). Screened doors shall be real wood framed of simple design unless patterns can be shown to fit the existing style. Glass or windows in doors shall meet all requirements immediately following.

(2) Windows and Glass: Original windows, glass and window decorations shall be retained and restored. It is recommended that only the deteriorated portions of the windows shall be replaced rather than the entire window. New or replacement windows shall be wood-sashed and mutined if applicable. Sills, lintels, frames, sashes, mutins, and all decorations shall be identically replaced. All elements of new windows shall be identical in size, shape, proportion, and dimensions as original windows

of the building, or consistent with traditional sizes, proportions and dimensions of buildings of the same architectural style, design and era. Windows must be constructed of real glass and window frames must be constructed of real wood, not vinyl, metal or plastic. All lites (panes of glass) shall be true divided lite, not artificial or snap-in grids. New arched, angled, octagonal and stained glass windows are discouraged. Large expanses of blank exterior walls without windows are discouraged.

(3) Bay Windows: Size, shape, proportion, dimension, type of foundation, and -roof material and style of bay windows, whether restored or of new construction, must be identical to the original or existing bay win-

APPENDIX B

University/Edelen Historic District

dows of the structure. New bay windows may be added to the building in locations where no bay windows previously existed; however, such new bay windows must be identical and replicate the style, design, size, shape and proportion, type of foundation and roof of other bay windows existing on structure; or in the alternative, any said new bay windows must be built in the same size, shape, dimension, proportions, material and type of foundation and roof established by original Victorian structures of the same design and style. New bay windows are permitted only when the applicant proves to the deciding body that said bay window is consistent with existing style, design and character of the contributing structure.

(4) Chimneys: Wood-framed chimneys are prohibited unless their exteriors are covered with brick or river rock

(3) veneers; stucco Mission Revival or Mediterranean style houses may have stucco covered chimneys.. Painted metal stove pipe projections of less than four feet are permitted in less visible locations of the structure. The size, shape, dimensions, design and patterns of new and reconstructed chimneys must match those features of existing structure. Chimneys shall not be cantilevered and shall be narrower at the top than at its base.

(5) Porches: Existing front porches, railings, posts, corbels,. roof coverings, ceilings, floors, steps, mouldings, trim; gingerbread, and other decorative features must be retained and restored using original materials, or identical material of same size, shape, proportion, pattern and in same locations. Construction of new porches must consist of materials of same size, shape, dimension and pattern as contributing structures of similar style and design in district and be in appropriate locations on structure. New concrete or masonry porch floors are prohibited on Victorians or Craftsman/Bungalow style houses. Minor alternations of existing porches are permitted only when the applicant proves to the deciding body

that said alteration is consistent with the existing style, design and character of the contributing structure.

(6) Roofs, Gables, Eaves and Overhangs:

Roofs shall maintain their original size, shape and pitch. Any changes in roof area, roof line, roof coverings, and eave depth and materials shall be consistent with the existing structure. In general, original gables shall be retained. New gables may be added only where consistent with the

existing style and design and approved by the deciding body. In general, gable ends should be symmetrical. Eaves and fascias are to be constructed of wood. Roof coverings of fireproof composition materials and dark colors in a heavy profile are acceptable where they are made to resemble wood, if they are compatible with the architectural style of the building. Mission Revival or Mediterranean style structures shall have tile roofs of a color, texture, thickness and shape to look like the original clay roof tile. Plastic and modern style tiles are prohibited.

(7) Siding: Siding materials and placement on structure shall be appropriate to the existing style and design. All existing siding is to be restored and retained wherever possible.

a. Wood siding, (Victorian/Craftsman):

Siding must be real wood and not a composite, synthetic or fabricated wood product. Metal and vinyl siding products are prohibited. New siding must identically match existing in size, depth, width, pattern, and must match the existing cut or bevel in siding in angle, slope, type width and depth of cut, if any. Old deteriorated shingles may be replaced, however, new shingles must match existing shingles in size, shape, dimension and pattern. Siding material must run from the foundation to the roof, unless existing pattern of house varies, in which case it must match pattern.

b. Stucco Siding, (Mission Revival/Mediterranean/ Craftsman): Stucco and stucco pattern must be retained and duplicated to identically match existing. The stucco should

APPENDIX B

University/Edelen Historic District

be sand textured, finished and colored to match existing, or to match other contributing structures of the same style in the District.

(8) Fences/Walls: All existing picket and ornate wire fences, rock walls and front yard concrete walls shall be repaired and retained. Replacement or newly constructed fences or walls shall match those existing on the property, or shall match those of other contributing properties on that block. Introduction of new rock wall patterns or new types of rocks or veneers in walls, not already existing in the district, is prohibited. Mortar should also match existing in color, texture, joint width and profile. New fencing shall be of open design, shall be constructed of wood, ornate wire (does not include chain link) or wrought iron and shall be consistent with those existing in the district. Covered gateways are permitted. Side and rear yard fencing shall be of traditional construction and materials and shall be consistent with prevalent fencing in the district.

(9) Decorative Trim/Mouldings/Gingerbread: All existing to be repaired and retained. Replacement must match existing in materials, size, shape; dimension, location and pattern. Addition of new trim, moulding, gingerbread, etc., on new construction must be located and continued in the existing pattern around the exterior of the structure so as to maintain consistency with the original style and design. Excessive or inappropriate use of gingerbread or other decorative materials is prohibited. Addition of new trim, moulding, gingerbread, etc. on areas where not previously existing is discouraged.

(10) Colors: For Victorians, traditional 3 or 4 color paintings patterns are encouraged. For Craftsman, traditional colors are encouraged. For Mission Revival/ Mediterranean, the traditional use of earth tones and red-hued roofing materials is required.

(11) Garages: Style, roof pitch, proportions, and overall design of the garage (or carriage house, etc.), as well as building materials and architectural details shall be

consistent with those of the era of the house. Exterior features of garages which are more modern or contemporary than the style of the house for which the garage is being built are discouraged. This includes features such as aluminum or roll up doors, aluminum frame windows, etc. This restriction applies only to features visible from a public right-of-way. Garages should be detached (may be attached by a breezeway) and set back behind the front facade of the house.

12) Interior Features: Only in cases where the owner desires to take advantage of the 1976 Tax Reform Act, the owner must retain original material, architectural features, hardware, original paint colors, plaster, wallpaper, etc., wherever possible. Repair and restore original materials wherever possible or replace with identical, replicated materials. Further information regarding consistency with interior remodels is available upon request.

C. Construction of New Structure or Redesign or Remodel of Non-Contributing Structure into a Contributing Style:

1. Entire New Structure: Construction of a new structure must be built in the style and design of contributing structures in the district. Exact duplication is neither required or encouraged. Strict adherence to achieving consistency with a traditional, recognized architectural style and design of a contributing structure in the district is required. New Victorian and Craftsman style structures must accurately replicate the traditional style, design and integrity of those contributing structures in the district. All doubts or insufficiencies regarding an applicant's proposal regarding the consistency of a proposed new structure, style and design with that of a contributing structure in the district are to be resolved against the application by the deciding body'

2. Remodel Non-contributor into Contributing Style and Design: An owner who wishes to remodel a non-contributing structure into the style and design of a contributing structure in the district may do so. However, the same requirement of Section III, C.I. herein, must be adhered to by the

APPENDIX B

University/Edelen Historic District

applicant.

3. Standards for Review:

a) Intent and Purpose:

The intent and purpose of this section is to protect Los Gatos' historic heritage, neighborhoods, streetscapes, and districts. Great care and scrutiny is required to properly build or remodel a structure so that it becomes an asset to a historic district. Approvals for applications under this section shall be granted only where these guidelines have been met.

b) Acceptable Architectural Styles and Designs: In general, Victorian, Craftsman/Bungalow, and Mission Revival/ Mediterranean styles are the contributors to Los Gatos' historic districts. An applicant must produce photographs, counts, and documentation of the location of existing structures of that style in the district or reference materials indicating consistency with contributing styles in the district. All exterior elements subject to review shall be consistent with the proposed style.

4. New Construction/Remodeling into Contributing Style and Design - Construction Guidelines:

a) Front yard setbacks: The prevalent front setback for existing houses is 15 feet. Front yard setbacks for new construction may be increased or decreased in accordance with the prevailing setback on the block. (reference Section 29.40.050 and 29.40.055 of the Town Code these sections only apply to front yards, not side, rear or side yards abutting streets). The front facade shall be parallel to the street.

b) Heights and proportions: Heights and proportions of altered or new structures shall be consistent with those of contributing structures of the same style in the district. They should not be significantly taller, more massive, or in greatly different proportions from other contributing structures of the same style in the district.

c) Required Building Materials: Use of natural construction materials (e.g. real wood siding, stucco, rock, brick, wood shingles, plaster) is required. Composite, synthetic,

metal, vinyl, plastic or fabricated/ imitation wood products, painted brick, or imitation used brick are prohibited. Materials used shall be the same as those used in existing contributing buildings of the same style in the District (except that masonry or stone veneers on chimneys are acceptable).

Upon a demonstration of hardship by the applicant, the decision making body may approve an acceptable alternative to the original building material if use of the original material is unfeasible due to unreasonable cost and commercial availability, or health and safety considerations.

d) Exterior Elements Subject to Review: To be reviewed are: all elements on the building's facades and roof, including but not limited to, doors, windows, glass, porches, posts, railings, stairways, cupolas, gables, bay windows, widows' walks, arbors, siding, chimneys, towers, turrets, trim, mouldings, corbels, plaster features, rock walls, picket fences, shingles, roof lines, eaves and overhangs, colors, gingerbread, shingle siding, tiles wrought iron and other decorative materials. Other exterior elements of a particular building may be protected as determined by the deciding body. Consistent with these requirements, further specifications regarding particular protected elements is provided as follows:

(1) Doors: Doors should not be flush but of raised or flat panel design and painted, rather than stained, on. Victorian and Craftsman-Bungalow style structures. Screened doors shall be real wood framed of simple design unless patterns can be shown to fit the existing style. Glass or windows in doors shall meet, all requirements immediately following.

(2) Windows/Glass: New or replacement windows shall be wood sashed and, if mutins are appropriate, wood mutined. All elements of new or replacement windows shall be consistent with the traditional' sizes and proportions of those in buildings of the same architectural style in the District (e.g. the long, narrow windows of Victorian Architecture).

APPENDIX B

University/Edelen Historic District

Victorian style structures shall have windows constructed in the proportion and dimensions matching original Victorians. Vinyl, aluminum or other types of window frames are prohibited. All lites (panes of glass) shall be individual lites, not artificial or snap-in grids. Arched windows are discouraged in Victorian styles. Octagonal windows are discouraged in Victorian, Craftsman/Bungalow, and Mediterranean/Mission Revival styles.

(3) Bay Windows: Size, shape, proportion, scale, materials, type of foundation or support, type of decorative elements, and style of new bay windows must replicate those in existing contributing structures of the same architectural style in the District. In general, bay windows are only appropriate to Victorian styles. Victorian style structures shall have windows constructed in the proportion and dimensions matching original Victorians.

(4) Chimneys: Chimneys of Victorian or Craftsman/Bungalow styles shall be of reinforced masonry or stone, or wood frame with brick or stone/rock veneer and be smaller at the top than at the bottom. Chimneys on Mission Revival/Mediterranean buildings may also be of a stucco to match the exterior of the building.

(5) Porches: New porches must be of the same materials, relative size, shape, dimension, and having the same type of decorative elements as those of contributing structures of the same style in the district. New concrete or masonry porch floors and steps are prohibited on Victorian or Craftsman/Bungalow style houses.

(6) Roof Lines, Gables, Eaves and Overhang: For Victorian and Craftsman/Bungalow style structures, fire retardant wood shingles are the preferred material; fireproof composition materials are acceptable in dark colors and with a heavy profile, especially those which resemble wood. Mission Revival/ Mediterranean style structures shall have tile roofs of a color, texture, shape, and thickness to look like traditional tiles. Plastic and modern style tiles are prohibited.

(7) Siding: Siding on Victorian or Craftsman/Bungalow style structures must match those of a contributing structure of the same style in the District in size, depth, width, material, pattern, cut or .bevel, angle; slope, type; and width or depth of cut, if any.

(a) Wood siding (Victorian/Craftsman): All wood siding material shall be real wood and not .a composite or fabricated wood product. Shingles must also be of a size, shape, dimension, and pattern to be consistent with singles of one or more contributing building of the same style in the District. Siding materials must run from the foundation to the roof unless the applicant can cite other contributing houses of the same style in the District on which the siding pattern varies in the manner proposed.

(b) Stucco Siding (Mission Revival/Mediterranean/Craftsman): Stucco pattern, color, finish, and texture should closely resemble that on other houses of the same style in the district.

(8) Picket Fences/Rock Walls/Arbors: Picket fences/rock walls/arbors shall match or be very similar to those on a contributing building of the same style in the District. Excessive or inappropriate use of “gingerbread” or other decorative elements is prohibited. New fencing shall be of open design, shall be constructed of wood, ornate wire (does not include chain link) or wrought iron and shall be consistent with those existing in the district. Covered gateways are permitted. Side and rear yard fencing shall be traditional construction and materials and shall be consistent with prevalent fencing in the district.

(9) Decorative Trim/Mouldings/Gingerbreads:

Excessive or inappropriate use of gingerbread or other decorated elements is prohibited. Size, shape, dimension and location of these decorative materials shall be consistent with that on other contributing structures of same style and design in the district.

(10) Colors: For Victorians, traditional 3 or 4 color paintings patterns are encour-

APPENDIX B**University/Edelen Historic District**

aged. For Craftsman, traditional colors are encouraged. For Mission Revival/Mediterranean, the traditional use of earthtones and red-hued roofing materials is required.

(11) Garages: Style, roof pitch, proportions, and overall design of the garage (or carriage house, etc.), as well as building materials and architectural details shall be consistent with those of the era of the house. Exterior features of garages which are more modern or contemporary than the style of the house for which the garage is being built are discouraged. This includes features such as aluminum or roll up doors, aluminum frame windows, etc. This restriction applies only to features visible from a public right-of-way. Garages should be detached (may be attached by a breezeway) and set back behind the front facade of the house.

D. All structures (including accessory buildings) included in the district are regulated by this ordinance and subject to all of the provisions of Article VIII, Division 3 of the Town Code. However, the permit requirements of Section 29.80.260 of the Town Code only apply to work which is considered a material change. A material change is any exterior alteration for which a building permit is required or which will affect the protected exterior elements as defined in Section II, B.2.(e) herein. This does not include painting and ordinary maintenance which do not require a permit.

SECTION IV

This Ordinance takes effect 30 days after the date it is adopted. Within 15 days after this Ordinance is adopted, the Town Clerk shall cause it to be published once in a newspaper of general circulation published and circulated in the Town.

This Ordinance was introduced at a regular meeting of the Town Council of the Town of Los Gatos on October 5, 1992, and adopted by the following vote as an ordinance of the Town of Los Gatos at a meeting of the Town Council of the Town of Los Gatos on October 19, 1992..

COUNCIL MEMBERS:

AYES: Randy Attaway, Joanne Benjamin,
Steven Blanton, Brent N. Ventura
Mayor Eric D. Carlson

NAYS: None

ABSENT: None

ABSTAIN: None

SIGNED: /s/ Eric D. Carlson

Mayor of the Town of Los Gatos, California

ATTEST:

/s/ Marian V. Cosgrove

Clerk of the Town of Los Gatos, California

APPENDIX B

University/Edelen Historic District

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Designated Landmarks

DESIGNATED LANDMARKS

The following commercial buildings or properties which are not located within one of the Town's historic districts have been designated as historical landmarks by the Town of Los Gatos.

HD -73-2 Toll House

142 South Santa Cruz Avenue

HD -75-6 Coggeshall Mansion

115 North Santa Cruz Avenue

HD -76-3 Rex Hotel (Beckwith Block)

31 East Main Street

HD -76-7

37, 41, and 45 East Main Street